

Automotive Daily News

PASSENGER TRUCK



TRACTOR ACCESSORIES

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CURTIS SEES NO FAVORITISM FOR AUTO TAX

Senator Says Action of House Will Govern Upper House

TOPEKA, Kan., Sept. 26.—The automobile excise tax will get no preference when it is considered by the Senate Finance Committee. This was the statement made here this week by Senator Charles Curtis, Republican leader in the Senate.

The senator was in Topeka, his home town, before proceeding to Washington to open hearings on the revenue bill, which will be one of the chief bits of business of the short session of Congress.

"The Senate will be guided in a large measure by the action taken by the House in this matter," declared Senator Curtis. "The entire internal revenue list is due to come up, but the Senate committee will review the action of the House committee before even taking up the matter. It would not be safe to express an opinion on the future of the auto tax at this time. I must keep an open mind until after the hearings at least."

When asked if he knew of any possibility of bus legislation being taken up at the short session, the senator said: "That is a matter entirely up to the Interstate Commerce Commission. It is understood that the committee already have made plans for a lobby to be in attendance at the coming session."

The bus men are anxious to have their business placed under interstate commerce regulation, thereby avoiding the many and varying state utility regulation laws.

WILKINSON PRODUCES NEW AIR-COOLED ENGINE

Syracuse, N. Y., Sept. 26.—John Wilkinson, who recently returned from the H. H. Franklin Company, is to produce a new air-cooled four-cylinder car, under the name of the "Wilkinson."

One of the new cars has been tested and it is claimed it has made 57 miles an hour with unusually low gasoline consumption.

AUTO MEN TO MEET

Toledo, O., Sept. 26.—The Toledo Automotive Trades Association will hold its annual election and banquet in the rooms of the Toledo Commerce Club, September 28. Directors will be elected for the coming year.

STEWART McDONALD, president of the Moon Motor Co., St. Louis, returned from Europe last week with word that Europe still offers a big field for the American automobile producer.



Wilmer Hopeful For U. S. Rubber

New York, Sept. 26.—The prediction that the rubber situation will gradually improve and that it will take a year to "pick up," was made by E. G. Wilmer, chairman of the Goodyear Tire and Rubber Company and Dodge Motor Company, when he returned on the Aquitania from a four-week tour of England, Holland and France.

"There is far from an abundant supply of rubber in the world," Mr. Wilmer declared to a representative of the Automotive Daily News. "There seems to be every intention on the part of the backers of the Stevenson plan to continue the restrictions of rubber export."

"I think the industry is doing well here to abolish the practice of spring dating. At the moment the rubber market is so purely artificial and speculative that a practice which involves heavy shipments to dealers away ahead of their requirements properly involves price protection to them. Under these speculative conditions it is a bad practice for factories and dealers to speculate on spring requirements as heavily as they do."

Mr. Wilmer found the American automotive trade abroad doing very well. The increase in the number of vehicles has been considerable, and American cars are popular, particularly when they are adapted to the desire and taste of the country, he said.

EUROPE STILL BIG FIELD FOR AUTO EXPORTS

Stewart McDonald, Moon-Diana Head, Brings Cheerful News

NEW YORK, Sept. 26.—After a ten-week intensive survey of automotive conditions in Europe, Stewart McDonald, president of the Moon and Diana Motor Cars Company, St. Louis, arrived on the Aquitania with cheer on his lips for the American exporter, and in his heart the secret of a new gas engine which, if successfully constructed, he says, will revolutionize the automobile industry.

Beyond saying that the engine was small, compact and powerful, he refused to divulge the details.

In reorganizing his European dealers on the American plan of salesmanship and establishing new agencies in every country, Mr. McDonald told a representative of the Automotive Daily News he had discovered that in spite of the high tariff, averaging about 50 per cent. on American automobiles, European manufacturers could not compete with our medium priced cars made for the middle class.

"Within the next five years," Mr. McDonald predicted, "Germany will be a powerful industrial power and one of the most potent factors in the automobile industry. Her automobile factories are only running 35 to 50 per cent. of capacity now, but they are coming back fast."

America should put her aviation on the same basis as Europe, Mr. McDonald believes. All first-class mail should be handled by airplanes. America could use 10,000 more planes, and the auxiliary business of perfecting and producing these motors could be adequately done by the automotive industry. Thus, with 10,000 or 20,000 trained aviators, America would be prepared for any emergency, and in the event of war could produce the maximum quantity of airplane motors required.

Mr. McDonald stated that his company will earn approximately \$8 a share this year. Last year Moon earned slightly over \$3 a share, during the first six months of this year \$4 a share, and between \$2 and \$3 per share for the third quarter. Going into the worst part of the year he predicted his company would earn about \$2 a share.

Moon Company's plant will turn out approximately 15,000 cars this year, of which 5,000 are Dianas. This is 20 per cent. above last year's production.

DENY FAGEOL COMPANY IS MOVING OR EXPANDING

Kent, O., Sept. 26.—That the Fageol Company of Kent is about to be taken over by another concern which will remove the factory from Kent, or which will cause the factory here to be enlarged, was denied this week by Gordon Le, president of the company.

J. S. HUNT, whose appointment as vice-president in charge of manufacturing of Durant Motors, Inc., was recently announced. He was formerly with General Motors.



Hunt Appointed Star Executive

Lansing, Mich., Sept. 26.—Colin Campbell, vice-president of Durant Motors, Inc., has announced the appointment of J. S. Hunt as vice-president of manufacturing, Star car division, effective September 23.

Mr. Hunt was general factory manager of the Star division of Durant Motors, Inc., with his headquarters at the Elizabeth, N. J., plant, where he will continue to operate in his new position. Mr. Hunt has been identified with the automotive industry for many years and formerly was with General Motors, in charge of the St. Louis plant.

Seek Successor To Percy Owens

Special A. D. N. Washington Bureau Washington, Sept. 26.—Secretary of Commerce Hoover is angling for an "outstanding man" to succeed Percy Owens as chief of the automotive division of the Department of Commerce. It became known today. Mr. Owens, according to word from Detroit, is scheduled to leave the department October 1 to take entire charge of Dodge Brothers export department. It was said at Mr. Hoover's office today that no definite selection of a man to succeed Mr. Owens has been made, but that an announcement may be forthcoming about October 1 with the first official notice of Mr. Owens's resignation. The post pays \$6,000 a year, and it was pointed out today that Mr. Hoover is encountering considerable difficulty in obtaining the services of a high-caliber official.

FALL DEMAND KEEPS OUTPUT AT CAPACITY

No Curtailment in Passenger Car Production Imminent

NEW YORK, Sept. 28.—Production of passenger cars by principal manufacturers is continuing, in most cases, almost to capacity of the plants, according to an analysis just completed by Dow, Jones & Co.

Demand of dealers for new models in itself would require a production of at least 200,000 to 300,000 cars. A good fall demand is also helping to sustain the present production rate.

The drop in passenger car production in August (210,000 in 1925 against 225,000 in 1924) is due almost entirely to Ford producing practically no cars because of model changes.

There is little doubt that keen competition made it imperative for Ford to change the old Model T, which has been in vogue, practically without change, since 1908. Analysis of production figures since the war shows that Ford has been obtaining about 48 per cent. of all business, and that during the past year his proportion has slipped to about 42 per cent. Whether the introduction of the new model will make up this decline remains to be seen.

Among the low priced cars, Overland, Chevrolet, Dodge and Essex continued with slight change in their production schedules and should show excellent earnings for the quarter, despite the price cuts. Hudson, Buick, Studebaker and Hupp have had most consistent production schedules.

Packard has increased production, while Lincoln, Jordan, Pierce-Arrow and Peerless have shown little or no change. Cadillac production schedule is fast reaching capacity.

CAPITALISTS SAID TO SEEK HAYNES FACTORY

Kokomo, Ind., Sept. 26 (U. T. P. S.).—After being idle for nearly two years the plant of the Haynes Automobile Company, here, may renew operations in the next year if plans of certain New York and Chicago concerns materialize.

Representatives of these firms recently visited the plant in company with Alton G. Seiberling, who for several years was vice-president.

Passenger Car Production

New York, Sept. 26.—Production of passenger cars in the United States and Canada for the first eight months of 1925, 1924 and 1923 follows:

	1925	1924	1923
January...	212,921	292,824	229,872
February...	252,803	343,450	269,326
March...	332,151	357,045	327,059
April...	391,303	546,405	381,649
May...	382,714	246,324	258,685
June...	364,866	225,079	344,022
July...	357,883	244,544	263,544
August...	210,000	255,232	218,888

Total... 2,594,580 2,351,913 2,493,055
*Estimated.

Production of low, medium and high priced groups follows:—

	Low	Medium	High
1925...	2,025,000	426,000	50,000
1924...	1,964,000	343,000	45,000
1923...	1,984,000	454,000	55,000

Merchandising ideas that have helped others will help you.

Cadillac Co. Has 6,000 Unfilled Orders—Fisher

New York, Sept. 26.—The Cadillac Company has 6,000 unfilled orders, said Lawrence P. Fisher, president of the Cadillac Company, and vice-president of General Motors, who sailed today on the Paris.

"We are producing 3,000 cars a month, and on October 1 we expect to increase production to 3,500 cars," continued Mr. Fisher. "We are working nights and Sundays

now to catch up with our business. I am going over to look into the matter of establishing factory branches in England, Belgium and Italy."

Also sailing today was B. C. Budd, export manager of Packard Motor Car Company. He is going to France, England, Germany and Switzerland to look over the business situation abroad.

SAFETY COUNCIL CITES PROGRESS

Carl B. Auel, Retiring Chief, Reports on National Education

CLEVELAND, O., Sept. 28.—How the safety movement has spread into every sizable community in the United States, into all industries, and how it has won the support of the public, officials, insurance companies and the Federal government was told today in a review of the work of the National Safety Council by Carl B. Auel, its retiring president, in an address presented to the first session of the Fourteenth Safety Congress opening in this city.

"The council was organized originally to cover the field of industrial safety, but it was seen in due course that the problem was more complex than at first thought and not the simple one of guarding equipment and installing safety systems," said Mr. Auel.

"Developments show that it was not the industries alone which needed to be taught accident prevention, but the country generally.

"The council's field representatives have reached practically every large city in the United States in one way or another, sometimes through the organization of a local council, sometimes through other media, and undoubtedly good has been accomplished in such communities," he continued.

"Marked impetus has been given to our educational work in the schools through the generosity of the National Bureau of Casualty and Surety Underwriters, whose members have not only placed at the disposal of the council a very considerable sum of money each year, but have further been of help through their staff and we are indeed appreciative of all that they have done in advancing the work of safety through the channel of the council.

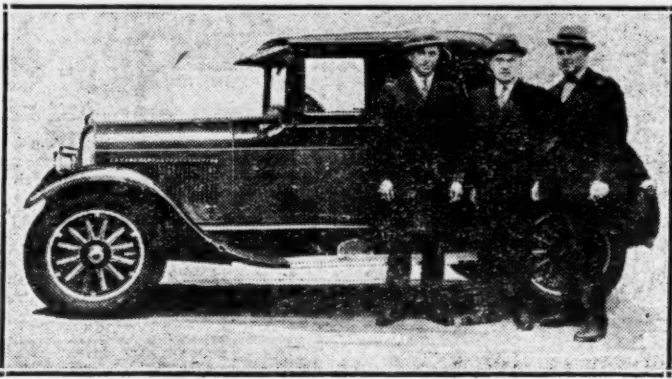
"The lack of standardization in this country has undoubtedly more to do with the high cost of production, and therefore the high cost of living, than any other one item, and has similarly more to do with the production of accidents than has heretofore been realized. The council is, therefore, participating in the movement, now under way, to bring about uniformity and codes and laws so far as these have to do with safety, co-operation with such representative organizations in this field as the American Engineering Standards Committee, the Bureau of Standards and others."

Five men were elected and ten were re-elected directors at the annual meeting held this morning.

The newly elected directors are W. R. Boyd, Jr., general secretary and counsel American Petroleum Institute, New York city; Howard Cooley, Massachusetts Safety Council, and president Walworth Manufacturing Company, Boston; F. W. Fisher, manager employment and claim department Rochester Gas and Electric Corporation, Rochester, N. Y.; W. B. Pettibone, manager Willard Storage Battery Company, Cleveland; Lucius Storrs, managing director American Railway Association, New York city.

Those re-elected are David S. Beyer, Liberty Mutual Insurance Company, Boston; C. L. Close, U. S. Steel Corporation, New York city; James B. Douglas, United Gas Improvement Company, Philadelphia; Homer E. Niesz, Commonwealth Edison Company, Chicago; Lew R. Palmer, Equitable Life Association, New York city; G. E. Sanford, General Electric Company, Schenectady; David Van Schaack, Aetna Life Insurance Company, Hartford; J. M. Woltz, Youngstown Sheet and Tube Company, Youngstown; Harry A. Adams, Union Pacific Railway, Omaha, and James P. Barnes, president Louisville Railway Company, Louisville.

CHRYSLER EXECUTIVES—These three officials of the Chrysler Corporation were photographed just before their departure last week for Europe. They are, left to right: Walter P. Chrysler, president; J. E. Fields, vice-president in charge of sales, and Fred M. Zeder, vice-president in charge of engineering.



Paris Deplores Loss of Annual Automobile Show

By R. M. PETARD

(A. D. N. Staff Correspondent)

Paris, Sept. 19 (By Mail).—There will not be any auto show in Paris this year.

The Grand Palais, the hall where this show is usually held, is taken up by the Art Exposition, that has been one of the features of Paris life this summer, and which will last through part of the fall season.

An international agreement between the European automobile clubs and trade societies had it arranged that the Paris show, the oldest of its kind, would take place early in October each year, to be followed at one or two weeks' interval by the London show, Brussels and other minor capitals following later.

The fact that France has relinquished its show for 1925 enabled the London organizers to advance their date to October 9-17 inclusive. That will be the only important European automotive function this year. There is no doubt that this situation will cause France the loss of much export business which will go to England.

The Automobile Club officials and the managing committees of the French trade associations are bitterly criticized for the obstinacy with which they refused to have the show held in some building other than the usual one.

It is a fact that, while some American makers, in small numbers, had always shown their cars at the Paris show, their presence had for many years been mostly in the nature of a formal demonstration. Last year things were different. Some of the Americans at the

Paris show meant business, and got it. Buick has made considerable progress, Studebaker is getting a good start, Chrysler, ably handled by a good distributor, has gone off like a skyrocket and today is one of the few foreign cars recognized by the French smart set.

Some clever promoters had announced a "second-hand car show," claiming that second-hand cars were beyond the control of the recognized clubs and trade organizations. The hope of these promoters was that many makers would avail themselves of the opportunity to show their 1926 models with used tires on the wheels. The idea was perhaps too clever, or the cat was let out of the bag too early, for whatever the cause, the plan has fallen through.

All that Paris will see this year will be a so-called "automobile fortnight" from October 4 to 18. During that period most automobile showrooms will make special displays of new models and elaborate coachwork. Special effort will be made to attract public attention. The factories will hold in Paris during that period their dealer conventions. Much free entertainment is promised visitors.

The French makers will suffer most and will once more damn their officials. The Americans need not complain; their growing business in France has been developed by sane merchandizing methods more than by patronizing shows, where their exhibits generally were not as brilliant as those of the native firms. Ford did not wait for any automobile exhibitions to sell more cars in the country than any French maker.

Seek Means to Meet Auto Gains

Toronto, Ont., Sept. 26 (U. T. P. S.).—To consider measures to cope with the growing competition of motor trucks as affecting railway and express services, delegates to the convention of the Canadian Brotherhood of Railroad Employees urged the formation of a joint committee comprised of representatives of the employees and of the railway managements. A special committee of the convention will investigate and report.

J. W. White, central region vice-president of the brotherhood, quoted figures to show the inroads of the truck business on freight and express in and out of Toronto. Trains were being operated at a loss, while the truck owners were not restrained by tariffs or special assessments for road upkeep.

W. J. MacPherson, Toronto delegate, and William Hodge, Hamilton delegate, spoke of the serious effect also on railway passenger business of motor buses.

SUPERVISOR APPOINTED

Pine Bluff, Ark., Sept. 26.—Charles Senyard of this city has been appointed state supervisor for Arkansas of the National Motorists' Association.

Hilton Becomes Timken Officer

Detroit, Sept. 26.—Gabe Hilton has been named sales engineer of the Timken-Detroit Axle Company and will have charge of all sales in Ohio, Michigan, Pennsylvania, eastern New York and New England. He succeeds W. L. Love, who has been placed in charge of the advertising division. Love has been with the Timken-Detroit organization since 1918.

AUTO SALES MANAGERS TO HEAR POPPLESTONE

Detroit, Mich., Sept. 26.—Dr. Charles E. Popplestone will address the September meeting of the Detroit Automobile Sales Managers' Association in the General Motors Building, Wednesday, September 30. His subject will be "Scientific Salesmanship."

FORD BUYS SHIPS

Washington, D. C., Sept. 26.—Henry Ford has signed a contract with the Fleet Corporation for the purchase of 200 vessels for scrapping. The contract price called for \$1,706,000.

Oldfield and Collier Promise To Aid Excise Fight

Washington, D. C., Sept. 26.—Representatives Oldfield of Arkansas, and Collier of Mississippi, Democratic members of the Ways and Means Committee, assured members of the American Automobile Association today of their support of the movement for the repeal of automobile war excise tax.

Members of the automotive industry have been fighting for the repeal of this law for some time, and through the American Automobile Club they have carried their campaign to every part of the country. Efforts are being made to unite the forces opposing the law in the automobile and kindred industries.

Let Contract for Huge Ford Plant

Boston, Sept. 26.—Contract for the structural steel for the new Ford \$4,000,000 assembling plant in Somerville has been let to the McClintic-Marshall Company, large fabricators of structural steel, bridge material, etc. Other contracts for materials, it is understood, are to be placed soon from Detroit headquarters of the Ford Motor Company.

This indicates that actual work of construction on the big plant will be started before long, this being largely contingent upon the completion of the storm drain which the city of Somerville is constructing on the land.

When this plant gets into operation, it will mean a substantial accession to freight business of the Boston & Maine Railroad. The plant will employ, at the outset, about 2,500 people and will have a production of approximately 500 automobiles a day. Movement of materials and finished product by the railroad, it is calculated, will develop about 25,000 carloads annually.

Duesenberg Adds New Equipment

Kokomo, Ind., Sept. 26.—An innovation in the 1926 Duesenberg cars was indicated last week when an announcement was made by Byrne, Kingston & Co. that it had contracted with the Duesenberg Motors Company of Indianapolis to furnish them with Kingston oil aerators and filters to be used on Duesenberg cars, starting with the October production.

The Kingston aerator and filter will become part of the standard equipment of the 1926 car.

101 MILES OF PAVING TO BE LAID IN DETROIT

Detroit, Sept. 26.—Commissioner John W. Reid of the Department of Public Works reported to the Detroit Safety Committee that the city now has under contract 101 miles of street paving, a square yardage of 2,083,000, which will cost approximately \$9,500,000.

The close of 1925 calls for the completion of 120 miles of streets and 42 miles of alleys, at a cost of about \$12,000,000. If the cost of sewers is added, Detroit's contribution to better city streets represents an outlay of more than \$16,000,000.

AUTO SHOW PLANNED FOR EARLY OCTOBER

Atlanta, Ga., Sept. 26 (U. T. P. S.).—The fall automobile show here this year which will be held as usual in the automobile building at Lakewood Park, in connection with the annual Southeastern Fair, opens in the early part of October. The power farming equipment and tractor trades also will hold their usual fall show at the same time.

BANK FORECLOSE ON LEXINGTON C

Sues on \$1,500,000 Mortgage for Defaulted Interest Payments

Indianapolis, Ind., Sept. 26.—Suits to foreclose a \$1,500,000 mortgage against the property of the Lexington Motor Company of Connersville, Ind., has been filed in Federal Court here by the Central Union Trust Company of New York, trustee for holders of first mortgage sinking fund gold bonds of the company.

In the complaint the trust company charges that the company defaulted in its semi-annual interest payments on the bond issue for 1924 and 1925, the first payment being due on March 1, 1924, the amount being \$56,250 each six months. The bonds mature in 1934.

In Connersville during the day suit was filed to foreclose a \$1,000,000 mortgage on the property of the Ansted Engineering Company, which built the motors used in Lexington automobiles. The mortgage on the Engineering Company property was held originally by the Lexington Company, but assigned to the Central Union Trust Company. At the time Lexington Motor negotiated its mortgage to the trust concern the Engineering Company mortgage had been assigned to the Lexington Company to cure payments of ten promissory notes of \$100,000 each dated March 1, 1922, and one note made payable on November 1, 1924, and each year on that date thereafter and bearing 7½ per cent. interest. Default on payment of the first note and interest also is alleged in the complaint.

The Lexington Company is operating on a small production schedule under the management of William P. Herod of Indianapolis, who in April, 1923, was appointed receiver in Federal Court here. The Ansted Company, which has property in Connersville and Hagerstown, is being operated under receivership of Hyatt L. Frost, a Connersville attorney, and Arthur Dixon of Indianapolis. Frank H. Ansted, who was president of the companies, is in California.

Employment Gain Sets New Record

Detroit, Sept. 26.—For the fourth consecutive week industrial employment in Detroit has broken previous records. An increase of 4,534 last week brought the figure to a new high of 255,129, which compares with 197,856 a year ago and with the 1924 high mark of 242,331. The upward trend in Detroit industrial employment, which started the first of the year, was broken in only ten of the thirty-eight weeks, with a net gain for 1925 so far of 57,795.

Toledo, O., Sept. 26.—Employment in Toledo factories increased by 904 over last week, to a total of 26,451, as compared with 16,394 workers at the same time a year ago. Better business in many of the automotive plants is largely responsible for the gain. The Willys Overland Company is still adding to its payrolls and now has more than 12,000 workers. Credit conditions and general business tone indicate continued good business and plenty of finance for the automobile dealers.

TO EXTEND HIGHWAY

Waco, Tex., Sept. 26.—A new era of international travel, from Texas to Mexico, now looms probable with the announcement by Fred B. Robinson, gulf division commissioner of the Meridian Highway, that he had been notified of an extension of this highway to Mexico City.

PAY HEAVY TAX

Merrill, Wis., Sept. 26.—Automotive plants and stocks make up one-fifth of the tax assessment values here, according to the report of the city assessor. The total is \$7,748,830.

NEW CAR SALES HOLD UP WELL, SURVEY SHOWS

Various Sections of the
Country Report
Good Business

HARTFORD, Conn., Sept. 26.—The new car sales conditions throughout the territory are very encouraging and a canvass of Hartford dealers finds them well pleased with the situation.

In the low priced field, Ford quite naturally is going very well, the new models having helped materially in getting in new business. Chevrolet is holding up well and, according to Harry B. Roberts, general manager of the Boulevard Chevrolet Company, county distributors, September has shown a substantial gain over the corresponding period a year ago.

Nash is building up a new record this season and is a favorite in this section. Dodge is going stronger than ever, while there is a waiting list for Hudson and Essex. Reo, in the new series, is one of the big features of the season. Hupmobile, in the eight, has sold better than was anticipated, and there has been an appreciable gain in the sales of fours. Buick continues to be popular and the new Oakland has proved to be a sales surprise. Chrysler sold well ahead of deliveries.

Packard is well ahead of last season. Cadillac, in the new series, is more popular than ever. Oldsmobile, just taken by Aaron G. Cohen, Inc., has enjoyed a good demand. Studebaker is selling in much larger volume than last year. Willys-Knight has come along fast, which is also true of the Overland. The Series 80 Pierce-Arrow has been in good demand. Paige and Jewett have gone well over last year's record.

All indications at this time point to good volume of late fall and early winter business. There has been a decided gain in closed car sales this summer and autumn.

GOOD IN EVANSVILLE

Evansville, Ind., Sept. 26.—General optimism regarding the fall season of buying was expressed here by local automobile distributors and dealers reporting their sales records for the week ended September 19. Retail dealers' books showed a total of 283 cars sold. Local distributors reported wholesale sales of ninety-two cars in addition to sales credited to their retail agencies. A total of twelve new trucks are included in the week's results.

Auburn, Buick, Cadillac, Reo, Dodge, Graham, Flint, Ford, Lincoln, Rickenbacker, Chrysler, Packard, Gardner, Studebaker, Oldsmobile, Willys-Knight, Overland, Hudson, Essex, Hupmobile, Moon, Kissel, Elcar, Star, Chevrolet and Nash dealers are represented in the week's total.

OREGON SALES JUMP

Portland, Ore., Sept. 26.—Oregon sales of automobiles in August were 30 per cent. ahead of last year, according to figures released by the Oregon Motor Register Company. Licenses were taken out for 2,987 new passenger cars, as compared with 2,303 in the same month last year.

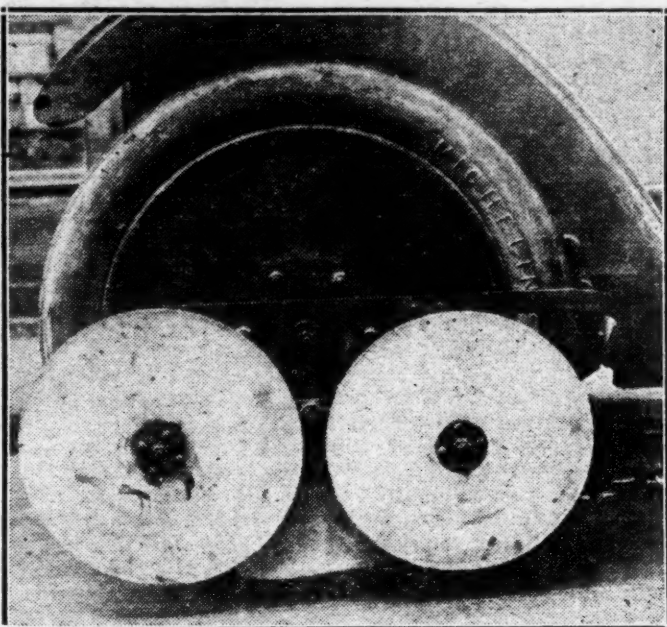
The ten leaders were Ford, Chevrolet, Star, Dodge, Essex, Overland, Chrysler, Willys-Knight, Hudson, Oakland.

Total passenger registrations for eight months were 20,564, as against 24,081 last year. There were 367 motor truck licenses, as compared with 200 in 1924.

AUGUST VOLUME HIGH

Oakland, Cal., Sept. 26.—During August 849 passenger cars were sold and delivered here. Chevrolet led with 230, Ford was next with

NO MUD SPLASHING with new auto contrivance shown here. This Paris device consists of two rubber discs with oblong rubber piece in center. Discs revolve on contact with the ground surface.



P. & A. Photo.

Distributor Doings

BACK FROM TOUR

San Francisco, Sept. 26 (U. T. P. S.).—H. W. Curtis, director of sales and branches of the Durant Motor Company of California, has just returned here from a trip to the branches throughout the state. He says that the one-day conferences he held were the most enthusiastic in the history of the Durant line on the Coast. The new 6 per cent. financing plan of the Star car, which went into effect September 1, was explained to all the dealers.

AWAIT NEW OLDSMOBILES

Lexington, Ky., Sept. 26 (U. T. P. S.).—The Fayette Motor Company is marking time until the arrival of the new model Oldsmobiles. Due to slight changes in the 1926 cars there has been a temporary slowing up of production and as a consequence Oldsmobile dealers everywhere are experiencing some difficulty in procuring the new models.

PLENTY OF CARS

St. Louis, Mo., Sept. 26.—L. G. Peed, general sales manager of the Willys-Overland, Inc., was in St. Louis the past week on his way to Memphis, where the local Willys-Overland dealer is to celebrate the arrival of what is said to be the largest trainload of automobiles ever shipped from a factory. The train, pulled by the largest freight engine on the Toledo division of the New York Central Railroad, consisted of 85 carloads of automobiles, a total of 350 Overlands and Willys-Knights.

116. Total passenger car sales for last month in the entire state was 17,574.

BRIGHT IN KENTUCKY

Lexington, Ky., Sept. 26 (U. T. P. S.).—Optimism continues everywhere along automobile row. The volume of sales still holds up practically as large as when the price reductions the first of August brought interested buyers into the salesrooms. The prospective purchaser of a new vehicle is still coming to the display rooms and he is usually going away only after he has bought a 1926 model.

The only thing about the present automobile season here that is unsatisfactory to the automobile salesman is that back orders cannot be filled and delivery cannot be promised buyers for a number of weeks.

New Chevrolet Sales Data Book Asset to Salesmen

Detroit, Sept. 26.—A new and unique selling aid, a sales data book, has been published by the Chevrolet Motor Company for distribution among its 15,000 salesmen. The book, which sparkles with ideas, is characterized by an automotive magazine editor as "one of the greatest pieces of merchandising literature ever put out in the automotive industry."

Under the direction of R. K. White, sales promotion manager for Chevrolet, the small volume contains a compilation of data, information and resources adequate to meet any possible sales emergency, but capable of being carried comfortably in the pocket.

It is supplemented by an equally compact order book, similarly bound, which contains a figuring pad and compartments for carrying business cards and the Chevrolet 6 Per Cent Certificate blanks.

The first 5,000 sets of the two books were snapped up before they were off the press. A second edition of 8,500 went just as quickly. The sales data books are kept up to the minute by the Chevrolet Motor Company. Substitute loose-leaf pages are printed frequently to replace those which become obsolete or to add to the book's current information value.

MANBECK ENTERTAINS ITS STATE DEALERS

Des Moines, Ia., Sept. 26.—The Manbeck Motors Sales Company was host to seventy-five of its state dealers recently and discussed plans for its 1926 sales campaign. Speakers at the event were Roy Justice, sales manager for the Chrysler Motor Corporation; Fred Wilson, factory supervisor, and Latham Clark, factory representative.

ROSENBERG NEW FINANCE CO. HEAD

Elected President of C.
A. F. C. A.—Other
Officers Picked

Chicago, Sept. 26.—A. H. Rosenberg, vice-president of Motor Car Securities Corporation, is the new president of the Central Automobile Finance Association. Twenty-eight companies forming this organization write more than a billion dollars' worth of business in the Chicago district.



A. H. Rosenberg

Other officers elected were: S. J. Steinberg, vice-president; A. J. Deutschman, secretary, and John B. Perlee, treasurer. Directors, J. L. Nau, R. A. McDonald, H. M. Lilly and John J. Little.

The association covers a territory which includes Illinois, Iowa, Indiana, Wisconsin and Minnesota. Headquarters in charge of H. O. Grant, executive secretary, are maintained at 20 West Jackson Boulevard. The association is a member of the National Association of Finance Companies.

TWO FIRES DESTROY INDIANA BODY PLANT

Indianapolis, Ind., Sept. 26.—Fire yesterday destroyed the factory of the Indiana Motor Body Company. It was the second fire at the body plant in 15 hours. A blaze the day before damaged the rear end of the building.

It is estimated that the loss will exceed \$5,000. Contents included paint and materials for bodies.

for Economical Transportation



The August demand for Chevrolet cars is so great that the largest possible increase in production schedules has been made necessary.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . . .	550
		Sedan . . .	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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Remove War Taxes, NOW

By Alfred Reeves, General Manager, National Automobile Chamber of Commerce

Tax relief is possible for the automobile business today.

The special war time Federal excise taxes placed on this and a few other businesses are no longer necessary.

The Treasury has a surplus of \$400,000,000.

The Ways and Means Committee of Congress will meet in October to plan the new revenue bill.

Congress has already repealed the war excise taxes on phonographs, sporting goods, daggers, yachts, face powder and thirty other products.

But still the buyer of an automobile, a commercial chassis wholesaling for over \$1,000, an accessory or a repair part must pay a special war tax.

This is discrimination.

How do you feel about it? Then write your congressman; better still, call on him. And tell your customers about it.

This tax affecting our business has rolled up \$800,000,000 since 1918. Every one in the industry wants to see the burden lifted, the stigma removed. Congressmen believe in fair play. Congressmen want to serve their constituents. But they are not mind readers. Let yours know how you feel.

Disgusted with the modern turn of affairs in the Big Horn country, where Cheyenne dealers report an extraordinary sale of cars, an old puncher is said to have painted his flivver a dappled gray, tossed a saddle over the hood and started for Texas on a cross-country rampage.

Write your congressman and tell him you want him to vote for repeal of the excise tax on automobiles and parts.

Ohio has just completed the first three months of its experience with a gasoline tax of 2 cents per gallon. The total paid into the state treasury was \$3,555,673, of which more than \$2,225,000 goes into paying for highway maintenance. Incidentally estimating that the average consumption was 15 miles to the gallon, Ohio motorists traveled in the three months a grand total of 2,666,905,000 miles. Some earnest jaunters, the Buckeyes.

THE Automotive Daily News heartily indorses Mr. Reeves's excellent advice relative to the repeal of the Federal excise tax which appears at the top of this column. Write your congressman. See him personally and in addition sign the brief petition appended, and ask your employees and customers to sign it also. If you need more blanks, write The Automotive Daily News, 25 City Hall Place, New York City, and they will be forwarded immediately.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

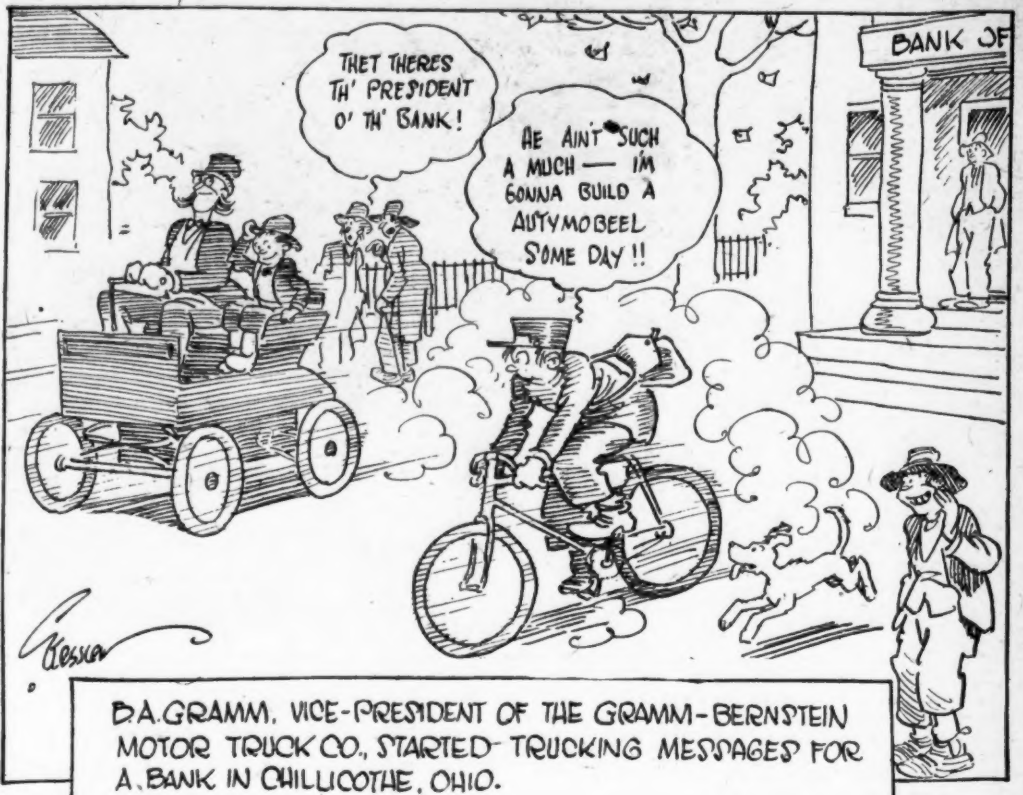
We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders



D.A. GRAMM, VICE-PRESIDENT OF THE GRAMM-BERNSTEIN MOTOR TRUCK CO., STARTED TRUCKING MESSAGES FOR A BANK IN CHILLICOTHE, OHIO.

URGE UNION TO CURB EXCISE TAX

Two Score Dealers Join In Protest; Used Car Evil Rapped

Fayetteville, N. C., Sept. 26.—With two-score dealers and officials present, the Third District meeting of the North Carolina Automotive Trade Association was held here last week at the Prince Charles Hotel. Automotive problems were discussed and a resolution passed protesting against the war excise tax on new cars and parts.

Sidney G. MacMillan of Wilmington, district vice-president, presided at a luncheon formally opening the session. Harry Clendenin, president; C. W. Roberts, secretary-manager; J. H. Monte, director of public relations, and A. W. Malone, field secretary, all of Greensboro, represented the state association.

Speaking as the oldest dealer present, W. D. MacMillan outlined the need of organization in securing needed legislation and pointed out the futility of scattered, individual efforts to secure action on the excise tax.

President Clendenin and Secretary Roberts spoke regarding the state association, and impromptu talks were made by J. W. Jernigan and G. C. Trice, Fayetteville; F. G. Blecker, Wilmington; and J. A. Harrell, Wallace. P. R. Smith, Fayetteville, a director in the state association, spoke on the used car evil, and declared the dealers do not sell used cars to customers, "but the customers sell their used cars to us."

Other speakers included P. H. Shuler and W. B. Webb, Fayetteville; D. M. McMillan, Red Springs, and A. M. Huggins, Fayetteville.

Dealers present included M. R. Guyer, Raleigh; S. G. Jones, St. Pauls; S. J. Asbury, Jr., Clinton; D. M. McMillan, Red Springs; S. G. MacMillan, W. D. MacMillan, F. G. Blecker, Wilmington; J. W. Hoffer, J. A. Harrell, Wallace; J. M. Jones, John Harris, F. E. Maloney, J. T. Maloney, D. B. Owens, P. K. Shuler, William M. Morgan, S. G. Maxwell, P. R. Smith, W. B. Webb, R. Leo Tatum, G. C. Trice, E. M. Lewis, A. M. Huggins, W. A. Varnadore, J. W. Jernigan, E. L. Lewis and R. O. McCoy, Fayetteville.

Racing News

COTTON PALACE RACES

Waco, Tex., Sept. 26.—Auto racing fans of central Texas are impatiently awaiting the speedway events that will feature the program of the Texas Cotton Palace here from October 24 to November 8. Famed dirt track drivers in fast cars will participate. Large purses will be given. A complete automobile exhibit is part of the exposition.

AUTO RACES AT FAIR

Danbury, Conn., Sept. 26.—Auto races, with some of the best of America's dirt track drivers, will feature the Danbury Fair, October 5 to 10. All drivers licensed by the International Motor Contest Association have been sent entry blanks.

TO DEDICATE TRACK

Salem, N. H., Sept. 26.—Invitations to the six governors of the New England states have been extended by the management to attend dedication of the big new race track known as Rockingham Park. The new track, which it is said will be one of the fastest automobile race tracks in America, is to be dedicated Sunday, October 4. A feature of the dedicatory exercises will be the appearance of a number of veteran bicycle racers and old-time automobile racers. Notable among the speed kings of former days will be Alvan T. Fuller, governor of Massachusetts, at one time a bicycle racer.

KANSAS WANTS SPEED

Topeka, Kan., Sept. 26.—Some new form of auto racing rules and events is expected to be substituted for the dirt track events that have for several years featured the Kansas State Fair. Lack of speed and competition has caused a lack of interest in this form of entertainment.

RACER FATALLY INJURED

Southbridge, Mass., Sept. 26.—While testing his motorcycle on the Sturbridge race track, Alfred L. Morrell of Norwich, Conn., well-known motorcycle driver, was thrown from his machine following the breakdown of the front fork on the motorcycle, and was taken to the City Hospital in Worcester, where he died.

CANADIAN ROADS AIDING COUNTRY

Province Officials Praise Federal Assistance in Building Program

Montreal, Sept. 26.—Every province of Canada was represented at the twelfth annual session of the Canadian Good Roads Association in Quebec this week.

Hon. Narcisse Perroteau, lieutenant-governor of Quebec, one of the speakers, emphasized the growing importance of roads as a factor in national development.

A. W. Campbell, Federal Commissioner of Highways, said that Canada's roads were not inferior to those of the United States. Touching on traffic problems, he declared that modern practice was tending to the abolition of specific speed limit, making caution and consideration of conditions the guiding rules for drivers.

Hon. George S. Henry, minister of highways for Ontario, approved the association's policy of visiting the various provinces in turn, thus fostering inter-provincial faith and understanding. Good roads, he said, now an established feature in public policy, had brought to farmers a degree of comfort in living conditions hitherto unknown and so were an essential in an agricultural country like Canada.

Mr. Campbell's address was one of the principal features of the afternoon, his subject being, "The Success of Federal Aid to Date." He said that of the \$20,000,000 grant originally provided by the Dominion Government to supplement provincial expenditures on highways about \$18,000,000 has been expended on the construction of more than 6,000 miles of a projected mileage of 8,145 miles. The speaker said that he was convinced that no Federal appropriation had ever been better or more economically expended or had been more justified by results.

As a result of Canada's enlightened roads policy, said Mr. Campbell, about 2,000,000 of the 17,000,000 motor cars in the United States had entered Canada last year, leaving \$140,000,000 to \$150,000,000 in the country.

Financial News of the Automotive Industry

BRIGGS SURPLUS OVER \$15,800,000

Dividend Action Belies Rumors—Company's Position Strong

Detroit, Sept. 26.—Contrary to widely published predictions, the Briggs Manufacturing Company has declared a dividend of 37½ cents a share on the 2,000,000 outstanding shares of the company's capital stock. Following a break in the company's stock on the New York Stock Exchange Thursday rumors were circulated that the directors' at their meeting Friday probably would omit the quarterly dividend. The action of the board proves the rumors to have been unfounded. The financial position of the company is shown to be as strong as usual and business is reported as rapidly returning to normal.

The dividend, payable October 26 to stockholders of record on October 10, makes total payments of \$3 per share on the stock this year.

After expenditures of over \$5,000,000 for additional plant facilities, the company reports current assets of \$16,618,000, against current liabilities of \$5,371,000. Its surplus is in excess of \$15,800,000.

"Due to changes in the models of our principal customers," said President Briggs, "our volume of business decreased temporarily, so that the earnings for the third quarter, while in excess of \$1,000,000, did not justify payment of a larger dividend at this time. Our volume is again approaching normal, and I look for better conditions in the last quarter of the year."

Motors Lead New Spurt in Stocks

New York, Sept. 26.—Motor shares were again the outstanding features in the burst of strength which marked the opening of the stock market this morning. Additional momentum was given the recovery in the general list by the week-end reviews of business conditions, which reported that trade and industry were the best since early in the year. Chrysler ran up sharply to a new record high at 176 against Friday's low of 163, while General Motors was taken in large blocks at 107, a three-point rebound from the low levels of the recent reaction. United States Rubber gained more than a point to 58½, and gains took place in other automotive issues.

Detroit Motor Bus Votes 1 P. C. Extra

Detroit, Sept. 26.—An extra dividend of 1 per cent. besides the regular quarterly dividend of 2 per cent., has been declared on the capital stock of the Detroit Motor Bus Company, payable October 15 to stockholders of record September 30.

The Yellow Taxi Company of Detroit declared its regular quarterly dividend of 1½ per cent. on the preferred stock, payable October 15 to stockholders of record October 1.

FIND BUSINESS BRISK

New York, Sept. 26.—Dun's reports 360 commercial failures in the United States this week against 358 last week and 337 in the same week a year ago. Dun's Review says: "More definite signs of wholesome business progress are appearing each week; in the main the fall season has started very auspiciously."

Range of Listed Automotive Stocks

NEW YORK STOCK EXCHANGE							
Previous, 1925	High	Low	Div.	Sales	High	Low	Close
15%	19	19	6	Ajax Rubber	1,400	10%	10%
15%	19	19	6	Aixla-Chalmers	1,100	8%	8%
54%	26%	26%	3.50	Am. Bosch Magneto	1,700	36	35%
44%	27%	27%	3	Briggs Motor Co.	25,000	31	28%
39%	27%	27%	3	Chandler Motor	1,000	37%	37%
106%	108%	108%	100	Chrysler Motor	27,800	176	162%
109%	100%	100%	80	Chrysler Motor pf A	1,900	106	106%
11%	8%	8%	30	Continental Motor	4,700	10%	10%
31%	21%	21%	7	Dodge Bros. A	10,000	28%	27%
89%	73%	73%	4	Dodge Bros. pf	2,800	87%	86%
71%	60%	60%	4	Electric Stor. Battery	2,800	67%	66%
92%	60%	60%	5	Fisher Body	5,700	90%	89%
26%	10%	10%	7	Fisk Rubber	27,400	26%	25%
110%	75%	75%	7	Fisk Rubber 1st pf	500	110%	110%
36%	28%	28%	2.50	Gabriel Snubbers	2,800	34	33%
16%	4%	4%	7b	Gardner Motor	100	11	10%
107%	64%	64%	7b	General Motors	15,000	106%	106%
113%	102%	102%	7	General Motors 7a pf	3,000	113%	113%
124%	12%	12%	3	Gildden Co.	3,500	23%	22%
65%	36%	36%	4	Goodrich	4,400	62%	62%
107%	86%	86%	7	Goodyear pf	300	106%	106%
44%	30%	30%	3.50	Haves Wheel	300	41	40%
85%	33%	33%	3	Hudson Motor	55,600	84%	83%
26%	14%	14%	1	Hupp Motor	16,000	104%	104%
69%	35%	35%	2	Jordan Motor Car	3,100	45%	44%
21%	12%	12%	3	Kelly-Springfield	900	18	17%
74%	41%	41%	6	Kelly-Springfield 8a pf	300	65	65%
114%	87%	87%	6	Kelsey Wheel	200	107%	107%
23%	11%	11%	3	Keystone Tire	300	72	72%
28%	22%	22%	3	Mack Trucks	15,300	212%	206%
43%	40%	40%	2.60	Moon Motors	2,100	35%	34%
35%	18%	18%	2	Motometer A	600	41%	40%
42%	30%	30%	2.40	Motor Wheel	2,200	32%	31%
47%	193%	193%	1.70b	Murray Body	100	31	31%
44%	15%	15%	1.40	Nash Motor	27,600	40%	40%
26%	17%	17%	1.40	Packard Motor Car	7,700	25%	24%
44%	10%	10%	1.40	Pierce-Arrow	13,800	41%	40%
94%	43%	43%	8	Pierce-Arrow pf	1,800	90%	89%
18%	8%	8%	1	Reynolds Springs	200	10	9%
36%	15%	15%	5	Spicer	7,000	13%	12%
79%	65%	65%	5	Stewart-Warner Spd.	6,600	73%	72%
79%	61%	61%	6	Stromberg Carburetor	100	72%	72%
59%	41%	41%	4b	Studebaker	27,700	57%	56%
46%	37%	37%	4b	Timken R. B.	6,400	44%	43%
65%	33%	33%	4	U. S. Rubber	7,100	58%	57%
108%	92%	92%	8	U. S. Rubber 1st pf	200	73	72%
104%	67%	67%	4	White Motor	9,500	92%	92%
28%	9%	9%	7	Willis-Overland	18,000	26%	26%
111%	72%	72%	7	Willis-Overland pf	1,000	108	107%
32%	16%	16%	2	Wright Aero	200	28	27%
48%	33%	33%	2.52	Yellow Tax. & C.	1,200	43%	43%

The above table shows the movement of automotive stocks on the New York Stock Exchange and the New York Curb Market Friday.

Current Commodity Prices

New York, Sept. 26.—Trading in the rubber market is moderately active, but buyers are not showing any eagerness to meet sellers' views on values. The London market shows little change. The outlook there and in this country is for a continued firmness, if the predictions heard in the trade are to be credited. At the same time many buyers are holding off in anticipation of lower prices. The best that can be said is that the market is mixed.

Improvement is noted in the export demand for gasoline. Domestic demand, on the other hand, appears to be less active. Locally, United States Motor is still held at 11½ cents a gallon, refinery, but this price is more or less nominal. The Sinclair Oil and Refining Company, and the Gulf Refining Company have met the cut of ½-cent to 1 cent a gallon made by the Standard Oil Company of New Jersey.

Automotive buying keeps up well and other consumer demand is satisfactory, according to reports from Pittsburgh and other steel centers.

STEEL PRODUCTS	
Semi-Finished—Gross Tons	35.00a36.00
Billets, re-rolling	40.00a42.00
Steel bars (hot rolled)	1.80a 1.90
Plates (hot rolled)	2.25a 2.30
Blue annealed sheets	3.10a 3.20
Black sheets	4.20a 4.25
Auto body	2.40a 2.50
Hands	2.75a 2.80
Cold rolled strip	2.20a 2.30
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valleys	18.50a19.00
Eastern Pennsylvania	21.00a21.50
IRON AND STEEL SCRAP	
(Buying prices, f. o. b., New York.)	
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.00
No. 1 cast scrap	16.00a17.00
MILL PRODUCTS	
Base prices cents per pound, f. o. b. mill.	
High brass sheets	19 3/4
Copper, in rolls	21 1/2
Zinc, spot, New York	8.22 1/2a8.25
Lead, spot, New York	9.50 a9.60
Aluminum, virgin, 98a99%	27 a 28
SEAMLESS TUBING	
High brass	\$3.75
Copper	24.75
RODS	
High brass (round % to 2 1/2 in.)	16 1/2
Copper rods, round	21 1/2
RUBBER MARKET	
Plantations—	
First latex crepe, spot	80 91
September	81 82
October	81 82
October-December	77 78
January-March	72 73
Ribbed Smoked Sheets, spot	81 82
September	80 81
October	80 81
October-December	78 79
January-March	69 70
Para-Up-river, fine spot	72 73
do, coarse	61
Island, fine	61
do, coarse	55
SCRAP RUBBER	
Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9

Willis-Overland Cash \$21,000,000 Sept. 30

Toledo, Sept. 26.—The Willis-Overland Company will have \$21,000,000 in cash at the end of September. This compares with \$14,869,125 cash on June 30.

INSPECT DETROIT HIGHWAYS

Detroit, Sept. 26.—Members of the Chicago Regional Planning Association were in Detroit this week to inspect Wayne County's highways, planning and related road work.

ADOPT PLANS FOR RUBBER EXCHANGE

Leading Representatives Of Industry Back New York Movement

New York, Sept. 26.—Establishment of a rubber exchange "somewhere downtown" is assured and the actual work of whipping the organization into shape is now under way. About 100 prominent representatives of the rubber industry at a meeting this week went on record as favoring such a movement and pledged their efforts to the furtherance of plans outlined by F. R. Henderson, moving spirit in the enterprise, who already has obtained a charter for the new organization.

The objects of the proposed exchange are to furnish greater facilities in the purchase and sale of crude rubber and allied products, to establish "just and equitable principles in the business carried on by and between" members; to maintain uniformity in rules, regulations and usages in the business; to effect standards of classification; "to acquire, preserve and disseminate useful information in connection with the business throughout all markets; to decrease local risks attendant upon the business, and generally to promote and facilitate the business of buying, selling and dealing in rubber."

Committee Named

A committee, consisting of Mr. Henderson, Charles T. Wilson of 52 Beaver St., and W. E. Bruyn of L. Littlejohn & Co., was appointed for the purpose of consulting with specialists in the operation of exchanges and will submit recommendations at a meeting of rubber representatives to be held within two or three weeks.

Mr. Henderson read the tentative bylaws of the proposed exchange, after which a number of amendments and points of revision were suggested. The question of admitting to membership other than rubber manufacturers and brokers will be decided at later meetings.

Mr. Henderson, who has recently returned from Europe, told the meeting that rubber men both in London and Liverpool are anxiously awaiting the creation of an exchange in New York. He stated that the wild fluctuation in rubber prices during the last six months would have been prevented had an exchange been in operation.

Another Boom in Rubber Shares Starts in London

London, Sept. 26.—Another boom in rubber shares, almost equaling that of last July when the congestion and confusion then prevailing made it impossible for brokers to execute some of their buying orders, has developed in the London market.

Prices of rubber stocks have risen sensationally and apparently buyers are ignoring the movement of the rubber market. There are indications also that the present buying is largely for investment purposes, whereas that which characterized the July boom was almost wholly speculative.

At this time the main difficulty which brokers are having in executing orders is due to the breadth of the trading, which extends to a very large number of comparatively small rubber companies in whose shares ordinarily there is only a limited market. Such conditions add to the complications of trading in a boom movement like that now going on.

The rubber market itself is not reflecting the activity of the rubber shares, which fact leads to the conclusion that buyers are taking a "long view" of the situation and are seeking profitable investments

FAGEOL MERGER DEAL HITS SNAG

California Corporation Laws Present New Difficulties

Oakland, Cal., Sept. 26 (U. T. P. S.).—The corporation laws of California appear to be the snag on which the merger of the Fageol Motors Company, Hall-Scott Motors, Inc., the American Car and Foundry Company and the J. G. Brill interests is temporarily hung up. The two purchasing companies—the American Car and Foundry and the Brill Company—had planned to organize the Fageol and Hall-Scott interests into one California corporation, subsidiary to the two eastern firms. Into this plan entered the issuance of non-voting preferred stock, which was to be taken by the American Car and Brill interests, and of no par value common stock to the amount of 150,000 shares, with which the Fageol stockholders were to be paid for their present stock.

State's Ruling

The state of California here stepped in, however, with the ruling that new corporations having non-voting preferred stock and no-par value common stock should not be permitted to file their articles of incorporation in this state. This necessitated an entirely new plan for the merger-corporation and this plan is now being worked out in the East.

Aside from this delay, Fageol stockholders have not yet voted the necessary two-thirds confirmation of the sale agreement between the Fageol directors and the representative of the American Car and Foundry Company and the J. G. Brill Company. It is generally presumed, however, that the agreement will be confirmed by the stockholders.

The San Francisco firm of industrial engineers which is now making an appraisal of the Fageol plant and assets will make its report about October 1, and this report will be the basis of payment for the Fageol plant, patents, contracts, business and good will.

It is understood, from the same official source as the above, that, in the event that the stockholders do not approve the merger, the Fageol company will try to continue to purchase Hall-Scott motors.

Paige-Detroit to Pay Off \$1,000,000 Notes

Detroit, Sept. 26.—The Paige-Detroit Motor Car Company will redeem on December 1 the \$500,000 outstanding serial gold debenture notes due June 1, 1926, in addition to \$500,000 due December 1, 1925. This will reduce the \$3,000,000 notes dated March 1, 1924, and maturing \$500,000 June 1 and December 1 to June 1, 1927, to a balance of \$1,000,000.

Eliminates Carbon Monoxide

Juhasz Carbureters

(30 Days' Free Trial)

Write—Desirable Territory Open.

250 West 49th St.

New York

BOSTON FIRM SEEKS AIR MAIL

Eastern Air Transport, Inc., Is Bidder—Other Flying News

Boston, Sept. 26 (U. T. P. S.).—This city will have a commercial air line backed by a \$250,000 fund if the contract to carry the Boston-New York air mail is awarded to the Eastern Air Transport, Inc., of this city, according to announcement today by W. Irving Bullard, vice-president of the company.

There are four bidders for the Boston-New York air mail contract. The bids are 7½ cents, 7-5 cents and two at 8 cents an ounce.

The Eastern company will build a \$10,000 commercial hangar at the east Boston airport and will contract for a Curtiss ship and three planes, the latter to cost \$8,500 each, in case they win the mail-carrying award. They will then make plans for further equipment to carry on an extensive commercial aerial business, Bullard said. He added that one of the Rockefellers will furnish a large portion of the \$250,000 for the development of commercial aviation at Boston in event the postal contract is awarded the company.

COMPETE FOR MAIL

Hartford, Conn., Sept. 26.—Gov. John H. Trumbull has joined the directorate of the Colonial Air Lines, Inc., according to an announcement made by Harris Whittemore, Jr., of Naugatuck, president of the organization.

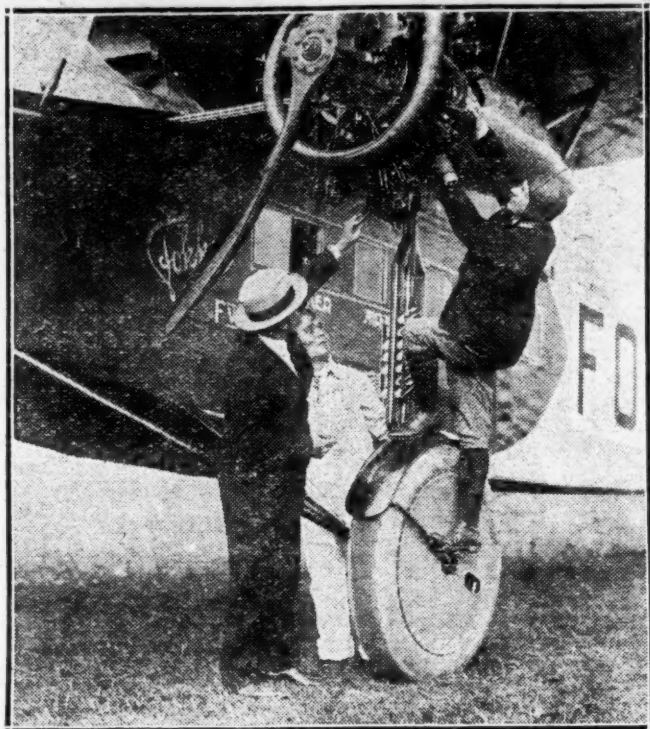
The company's authorized capitalization is \$1,000,000 and it is the only company in Connecticut to submit a bid for the contract for carrying air mail on the route between New York and Boston with a stop at Hartford.

LAUDS MITCHELL

Lowell, Mass., Sept. 26 (U. T. P. S.).—Mrs. Edith Nourse Rogers, congresswoman-elect who is to fill the seat in Congress vacated by the death of her husband, John Jacob Rogers, in an address before the Lowell Rotary Club, was emphatically in favor of government development of aeronautics, military and commercial.

Speaking of Gen. Mitchell, she said: "Whether he has been insubordinate or not, he has done his country a great service by attracting attention to the air service."

AMAZES FLYING EXPERTS—Anthony H. G. Fokker, flying his new triple motor, ten-passenger monoplane from Curtiss Field, L. I., Thursday, demonstrated in twenty minutes that one engine will keep the ship aloft with seven men. He also proved the worth of his non-stalling features. David L. Lawrence, collaborating inventor, is pictured on the ground with a mechanic.



International Newsreel Photo.

Standard Oil Suspends Operations at 158 Wells

LOS ANGELES, Sept. 26.—The Standard Oil Company of California, which has been reducing its production for several weeks past by suspending operations in some instances or in pinching in some of its larger producing wells, announced yesterday the suspension of operations on 158 wells in the Kern River fields near Bakersfield.

All of these wells are small producers, and the temporary shut-down will decrease the company's output about 1,572 barrels per day. Standard recently urged that refineries reduce production to stabilize prices.

Waco, Tex., Sept. 26.—Production in the North Central Texas oil field for the week showed a decrease of

5,548 barrels. Total production was 169,145 barrels. Distribution in the principal fields was as follows: Powell, 43,000, increase 500; Mexia, Currie, Richland, and others, 23,060, increase 1,420; Wortham, 23,500, decrease 400.

Montreal, Sept. 26 (U. T. P. S.).—With charter grants affording broad powers the Shell Oil Company of Canada, Ltd., with a capitalization of \$1,000,000 begins business this week believed to be destined to large influence in western Canada. The Dutch Shell Oil Company, interested in many of the world's largest oil fields, has had geologists working throughout Canada for the past several months.

YOUTHFUL ASPIRANTS TO AERONAUTIC HONORS ENTER CHICAGO CONTEST

Chicago, Sept. 26.—Boys and girls who want to fly to or from New York city by airplane free of charge to see the international air races, October 8 to 10, entered the miniature airplane tournament which opened today at the Chicago Municipal Pier.

In addition to the airplane trips, under the auspices of the miniature airplane flyers, the two best boy contestants will be given free entertainment at one of the New York city Y. M. C. A.'s as the guest of the Chicago "Y."

INSURANCE FOR PLANES NOW BEING CONSIDERED

Washington, D. C., Sept. 26.—The International Judicial Committee of Aviation will hold its seventh international congress in Lyons, France, from Monday until October 2. The more important subjects to be discussed are customs regulations for international aeronautics, the insurance of airships, merchandise and passengers, and ambulance air service in time of war.

Germany Eager for U. S. Cars and Accessories

Special Dispatch to Automotive Daily News

WASHINGTON, D. C., Sept. 26.—American made automobiles and accessories are in demand by German importers in many of the larger cities, according to a list of trade opportunities announced today by the Automotive Division of the Department of Commerce.

In addition to prospective sales in Germany there are numerous inquiries received by the department for the sale of American automotive products in the markets of the world, which are wanted by importers in 30 foreign countries.

Manufacturers interested in foreign markets for their products may obtain detailed information on the sales offerings enumerated in the following list by applying to any district office of the department, or to the chambers of commerce assisting the Bureau of Foreign and Domestic Commerce, by referring to numbers prefixed to each of the following inquiries.

16977, Sao Paulo, Brazil, purchase and agency for automobile accessories; 16978, Munich, Germany, purchase of automobile accessories; 17024, Frankfurt, Germany, agency for automobile accessories; 16959, Granada, Spain, agency for automobile accessories, especially spark plugs, bumpers, horns, lamps and mirrors.

16938, Munich, Germany, purchase and agency for automobile accessories, tools and specialties; 17025, Hamburg, Germany, agency for automobile accessories and patented novelties; 16937, Munich, Germany, purchase of automobile accessories and specialties; 16822, Berlin, Germany, purchase of agency for automobiles.

16934, Munich, Germany, agency for automobiles; 16933, Frontenhausen, Germany, purchase of automobiles and motor trucks; 16903, Riga, Latvia, purchase or agency for boat motors, outboard; 17001, Berlin, Germany, agency for garage and repair shops, machinery and equipment; 17026, Breslau, Germany, agency for garage and repair shop machinery and equipment.

16902, Munich, Germany, purchase and agency for machinery for repair of automobiles; 16978, Munich, Germany, purchase of motorcycle accessories; 16934, Munich, Germany, agency for motorcycles; 16936, Nuremberg, Germany, purchase of motorcycles.

16970, La Paz, Bolivia, purchase of motorcycles, medium priced; 16930, Düsseldorf, Germany, agency for tools, garage; 16924, Berlin, Germany, purchase or agency for garage and repair shop machinery equipment.

Garage Men Of Rochester Test Mechanics

Rochester, Sept. 26 (U. T. P. S.).—More than a hundred service garage proprietors are back of a movement to force incompetent and "mushroom" dealers out of business by instituting a rigid examination and test for garage mechanics. The co-operation of the public will be sought and educational advertising used to promote patronage for the "licensed" garages. The dealers have organized under the name of the Garage Owners' Association.

Round-the-World Flyers Honored

Los Angeles, Sept. 26.—Arrangements are completed for the air trophy meet Sunday in which fifty planes will participate, marking the first anniversary of the "round the world" flight. Commander John Rodgers and the crew of the PN-9 No. 1, which was recently lost in the Pacific, will be honor guests.

The air meet will be staged at Clover Field in Santa Monica, under the auspices of the Southern California Chapter of the National Aeronautic Association.

Des Moines, Ia., Sept. 26.—The week from Sept. 28 to Oct. 3 has been designated as aviation week by the local chapter of the National Aeronautic Association.

Aviation week will be of special significance in connection with the arrival of the fleet of thirty airplanes here Sept. 29, on the Edsel Ford reliability run.

MILWAUKEE ELECTRIC CO. BUILDS \$100,000 GARAGE

Milwaukee, Wis., Sept. 26 (U. T. P. S.).—The Milwaukee Electric Company, claiming to be the largest utility company in the United States, operating an extensive motor-bus service, is constructing a \$100,000 garage building to house its 130 buses, expected to be ready for occupancy by November 1. The company operates buses on 900 miles of Wisconsin highways and has state terminals at Madison, Beloit, Kenosha, and other points in the state.

Buses will be brought to the garage daily for inspection. They will be given a shower bath of two or three minutes, and then run on to a wash rack where a specially prepared mixture of air and water is forced downward, cleaning away any remaining bits of dirt and grime.

GRANGER PROMOTED

Kenosha, Wis., Sept. 23 (U. T. P. S.).—Bruce D. Granger, formerly assistant treasurer, has been named general manager of the Kenosha works of the C. M. Hall Lamp Company here, succeeding George Maher, who has been transferred to the Detroit executive offices of the company, it was announced by President W. F. Anklaam.

MEMPHIS SEEKS FIELD

Memphis, Tenn., Sept. 26.—A movement to establish a commercial aviation field here has gained considerable momentum. Business men in conjunction with officials of the Chamber of Commerce are considering a field located just across the Wolf River at the northwestern corner of the city limits. This is a 500-acre tract.

TWO LARGE GARAGES TO BE BUILT IN BROCKTON

Brockton, Mass., Sept. 26.—Building permits have been granted for two large garages. Marcus G. Goodman is to erect a three-story garage capable of storing 200 cars. Robert Thompson will build a 100-car garage at the corner of Washburn Avenue and North Main Street. Mr. Thompson is the local Paige-Jewett dealer.

TO PROVIDE ILLUMINATION FOR AIR MAIL ROUTE

Salt Lake City, Sept. 26.—Work is to start from both ends immediately in connection with the construction of a lighted path for the air mail between this city and Rock Springs, Wyo., according to H. S. Long, assistant superintendent of the Mountain Division, who arrived here yesterday, following a survey of the route. The first lighted station will be at Fort Douglass, on the outskirts of this city, and the second high on the mountain marking the line of traffic over Emigration Canyon through which the Mormon pioneers entered this valley in 1847.

HARTFORD PLANS MEET

Hartford, Conn., Sept. 26.—Lieut. Eller, regular army aviator with the National Guard air squadron who has been on a trip to the government air fields, reported that it would be desirable to hold the proposed air meet in this city at Brainard Field on October 24. Lieut. Eller has secured promise of the co-operation from fliers of the army, navy and marine corps.

ORGANIZE COMPANY

Elgin, Ill., Sept. 23.—K. L. Underwood and B. J. Phillips have formed a partnership and will operate what is to be known as the Service Auto Supply Company. Underwood has been engaged for several years as engineer with piston concerns and has specialized in motor construction.

USL AUTO and RADIO Batteries

USL is the only battery company that has Central Distributors in 160 logical distributing centers to contact the automotive trade. This system, supplemented by 10,500 USL Battery Stations, has been built up as an invaluable nation-wide service to motor car manufacturers and dealers over the United States and Canada.

U. S. LIGHT & HEAT CORPORATION
Niagara Falls, N. Y.

USL Pacific Coast Factory Oakland, Calif. USL Canadian Factory Niagara Falls, Ont. USL Australian Factory Sydney, N. S. W.

PRODUCTION OF GAS INCREASES

Report for 1924 Shows Gain of 117,635,000 Gallons Over 1923

Special to the Automotive Daily News

Washington, D. C., Sept. 26.—The production of raw (unblended) natural gas gasoline in the United States in 1924 amounted to 933,861,000 gallons, an increase of 117,635,000 gallons over the output in 1923, according to a statement just issued by the Bureau of Mines of the Department of Commerce.

The figure is based on reports by 457 producers operating 1,096 plants in thirteen states, made to the United States Geological Survey. Of this total 89,495,000 gallons was run into crude petroleum pipe lines and mixed with the oil that goes to refineries to be distilled, and the remaining output of raw natural gas gasoline, excepting losses and the relatively small quantity utilized in the raw state, was blended for use as motor fuel.

Increased production was reported in all of the states, excepting West Virginia, Ohio and Kentucky, in which small losses are recorded. The greatest gain over the output in 1923 was in California, where the increase was 44 per cent. The output of the three leading states, Oklahoma, California and Texas, amounted to 77 per cent. of the total production of the country.

The dominating position of the industry in the states west of the Mississippi River is shown by the fact that 89 per cent. of the total output of natural gas gasoline in the United States in 1924 was produced in that area, although 45 per cent. of the total number of plants are located in the Eastern states.

There is an increasing tendency to utilize a combination of processes for extracting gasoline from natural gas. Many compression plants have been remodeled to utilize the absorption process and the new charcoal process is being used, not only by itself, but auxiliary charcoal plants are being constructed and operated on the discharge gas of plants utilizing the compression and absorption processes. The number of plants reported as utilizing the compression process singly, not in combination with other processes, was 639, from which 257,894,000 gallons were produced, an average of 403,590 gallons per plant per year. It is reported that 445 plants used the oil absorption process, either singly or in combination with the compression or charcoal process, in which 670,678,000 gallons were produced, an average of 1,507,141 gallons per plant a year.

Reports were received from twelve plants in which only the charcoal process was utilized, which produced 4,064,000 gallons. Five plants were reported to have utilized the charcoal process in combination with other processes in extracting gasoline from natural gas.

Raw, unblended gasoline produced from natural gas in the United States in 1924, was as follows:—

State—	Number of operators reporting.	Number of plants.	Gasoline produced, thousands of gallons.
Arkansas	5	9	17,633
California	61	140	232,379
Illinois	29	85	9,091
Kansas	8	14	11,658
Kentucky	8	10	7,274
Louisiana	33	46	48,098
New York	5	6	477
Ohio	26	47	9,443
Oklahoma	108	281	301,062
Pennsylvania	127	191	19,254
Texas	44	106	186,571
West Virginia	56	152	61,549
Wyoming	8	11	29,272
1924.....	457	1,096	933,861
1923.....	458	1,067	816,226
1922.....	402	817	508,832

VISITS GABRIEL STORES

Chicago, Sept. 26.—Edward A. Blumenthal, president of the Gabriel Snubber Company, distributors of Gabriel snubbers in northern Illinois and northern Indiana, is making an extended tour of the West, visiting Gabriel snubber stations. He went first to Minneapolis, and now is on the Pacific Coast.

New Accessories GEAR SHIFT LEVER



The Norlipp Company 568 West Congress St., Chicago, offers a new gear shift extension lever as an addition to its line of Keystone products. The lever screws onto the main gear shift rod in place of regular ball, and is locked in position by means of a set screw.

An additional feature is that the onyx ball has a locking device. Into a groove in the threads a ratchet spring is placed so that, when the ball is screwed on, it is self-locking and is said to be permanently protected against theft.

Levers are furnished with or without the ball, which is made of genuine Yavapai onyx, highly polished and having the tints of many colors. All the extension levers have the one-sized thread to fit balls with standard No. 1 thread. The extra length makes for easier shifting.

Prices: Lever without ball, \$1; with 1 1/2-8 onyx ball, \$2.75; with 1 7/8 onyx ball, \$3.

Philadelphia, Pa., Sept. 26 (U. T. P. S.).—A notably heavy volume of carpetings is being ordered for the automobile industry. It is in this section of the market that firmness in price is most pronounced at this time, as several lines have been withdrawn and small advances in price have been asked for late deliveries. The increasing popularity of closed cars and the use of finer coverings for the open models have been productive of a sizable increase in the yardage sold.

St. Louis, Sept. 26 (U. T. P. S.).—The Wonder Spark Plug Company has changed its name to the Schmid Sales Company. This concern has been handling a number of automotive accessory lines, among them the Windsor motor stabilizer, a device held to prevent the breaking of crankcase arms and to decrease vibration. It is made to fit snugly around the Ford crankcase and acts as a support and truss, keeping the motor securely in place.

Battery Service

Galveston, Tex., Sept. 26.—John P. Whelton has taken over the auto and electrical supply and radio business of the Koehler Auto Electric Company.

Greencastle, Ind., Sept. 26.—Orat Pfahler has purchased the battery department of the Anderson Tire Shop, which had been engaged in the battery and vulcanizing business.

Sacramento, Cal., Sept. 26.—Carl Lamus Company, automobile and electrical supply dealers, will move to 1411 I St.

Indianapolis, Ind., Sept. 26.—The Hiatt Service Company has established a battery service station at 839 Fort Wayne Ave.

Youngstown, O., Sept. 26.—The Yaw Battery Company has purchased the holdings of the Auto Electric Company and the equipment of Bush & Bush, local electrical dealers, it is announced.

As dealers and distributors for the Willard battery for this district, the Yaw Battery Company has expanded steadily until it is one of the most progressive firms in the city.

PLAN OIL WAREHOUSE

Lawrence, Mass., Sept. 26.—The Mexican Petroleum Corporation will soon erect a warehouse and garage on South Union Street, Lawrence, at a cost of \$5,000.

Capitalize Gear Firm at \$500,000

Camden, N. J., Sept. 26 (U. T. P. S.).—Based on an invention by a local man which is designed to eliminate the necessity for shifting gears in automobiles, a firm will begin manufacturing of the product in a short time. The device, known as the Vail Automatic Drive, is an idea worked out by H. H. Vail and is said to have been used in successful experimentation for four years.

Negotiations have been virtually completed for occupation of a three-story brick building of the Camden Machine Co. The new concern has incorporated as the Automatic Drive and Transmission Co. with a capitalization of \$500,000.

OPPOSE AUTO PLANT

Buffalo, N. Y., Sept. 26 (U. T. P. S.).—Residents of the section appearing in opposition to the proposal, a permit was refused to I. Lewis to found a plant for dismantling automobiles on Sherman Street. Objection was raised on the grounds that it would create unnecessary noise in a residence section.

PREPARE FOR RUSH

Philadelphia, Sept. 26 (U. T. P. S.).—Parking space for 70,000 automobiles will be provided for on the sesquicentennial exposition grounds from June 1 to December 1, 1926.

ACCESSORY DEALER ATTRIBUTES BUSINESS TO PRICE REDUCTIONS

Akron, O., Sept. 26.—The Malbohm Ignition Company of this city attributes much of the unusual demand for accessories to the recent price cutting on new cars. Business this week has shown an increase over last and indications are that it will continue through the year. This year's business as compared with last year shows an increase of from 30 to 50 per cent., according to this dealer.

Mr. Malbohm reports that bumpers, spotlights and spare tires are having the most ready sale right now, and he has recently added A C Puralators and air cleaners, both of which are selling rapidly.

MARLAND REFINING CO. TO BUILD MORE STATIONS

Evansville, Ind., Sept. 26.—The Marland Refining Company, Ponca City, Okla., which recently absorbed the Evansville Oil & Grease Company interests, has completed plans for the construction of seven more retail oil service stations in this vicinity, in addition to four bulk distribution centers, according to Frank Enz, Ohio River district manager. Four new stations will be built in Evansville, and one station each at Cannellton, Tell City, Ind., and Henderson, Ky.

Splitdorf Gets Car Load Order

Newark, N. J., Sept. 26.—One of the largest orders for magnetos placed in recent years is being filled this week by the Splitdorf Electric Company of Newark. The order is for a full car load and was placed through the Splitdorf's Philadelphia office. The name of the purchaser is not revealed. Business of the Splitdorf company at the present time is reported in unusually heavy volume and the outlook is regarded as particularly bright.

STEEL AVERAGE UNCHANGED

New York, Sept. 26.—The average of eight important iron and steel products, compiled by Dow, Jones & Co., was unchanged this week at \$50.90 a gross ton, f. o. b., Pittsburgh.

The present level is \$7.15 a ton lower than the 1924 high of \$58.05 and 64 cents lower than last year's low of \$51.54. High so far in 1925 was \$53.96. Average of 13 pre-war years was \$37.11.

Following is a comparison of current prices with those of last week, the 1924 and 1923 high and low, the peak during 1920 boom, and pre-war average:—

	Plate	Bars	Billets
Sept. 26, '25.....	\$40.32	\$42.56	\$35.00
Sept. 19, '25.....	40.32	42.56	35.00
Sept. 8, '24.....	56.00	53.76	40.00
Nov. 7, '24.....	40.32	44.80	35.20
April 30, '23.....	56.00	56.00	50.00
Jan. 23, '23.....	47.04	47.04	37.50
Aug. 3, '20.....	72.80	72.80	60.00
13-year average.....			

It has created
an appreciation of
its extraordinary
value that is the
biggest sales asset
a dealer can have

HUPMOBILE EIGHT



BETTER TRUCK SERVICE SEEN AT LESS COST

Lima, O., Sept. 26.—More service from the motor truck with decreasing initial and upkeep costs is the assurance given by B. A. Gramm, president of the Gramm & Kincaid Motors, Inc., and secretary-treasurer of the Motor Truck Industries, Inc.



Lessening costs will follow the standardization of truck equipment, especially through the various mountings, Mr. Gramm predicts.

The industry, through the association, is attempting to accomplish for itself the same results that have been secured in the railroad field, where twenty-one different sizes of rails have been reduced to one, or in electrical manufacture, where sockets have been standardized.

There are 247 different ways of attaching the steering gears, yet the principles involved in the construction of the apparatus are the same, Mr. Gramm said. One manufacturer of universal joints has 2,200 dissimilar specifications which are used in filling his various orders. One style of a radiator has the water inlet on the left, another on the right, and still a third opening is in the center. This duplication increases the expense and overhead of manufacturing, he pointed out.

Under the present system bankers sometimes find themselves in the truck manufacturing business because they are forced to produce machines to use the parts which are on hand following bankruptcy. For this reason they are cautious in lending money to the motor industry. If they knew that truck parts could be used in 100 or more machines the value of "quick assets" would be multiplied to the advantage of the purchaser.

Appearances and functions are not being changed. With the size of the trucks reduced to four and the number of axles correspondingly lessened, the same mountings can be used.

Minn. Roads to Press Bus Fight

Minneapolis, Minn., Sept. 26.—Steam railroad companies of Southern Minnesota will make a hard fight at four hearings in October to force passenger bus lines off the state's highways which parallel the railroad tracks under provisions of the new bus regulatory act.

The Omaha railroad in leading the fight declares its rights are being invaded by bus line competitors and maintains that these rights were recognized by the last legislature in enacting the 1925 bus act.

The hearings will be held October 6 at Redwood Falls; October 20 at Hibbing; October 23 at Duluth; and October 27 at Rochester.

NEW GRAY BUSES

Detroit, Sept. 26.—Four buses of an entirely new design have been shipped from the plant of the Gray Manufacturing Company here, en route to the show to be held at Atlantic City in conjunction with the meeting of the American Electric Railway Association; October 6 to 9. They represent the results of more than a year's experiment and development of the Gray plant.

DEMAND BUS SERVICE

Springfield, Mass., Sept. 26.—The small towns between Springfield and Worcester, many of them long distances from larger towns, and securing no rail or trolley service, have made it known that they want bus service and resent the attitude of the railroads in attempting to deny any public utility service in these localities.

SOMETHING NEW FOR DOBBIN—Here we have the latest motor cars for the exclusive transportation of racing and other high-grade horses and their handlers. This car is equipped with every convenience and has stalls for five horses. The use of these was introduced by the Perry Stables of Menlo Park, Cal.



Underwood & Underwood Photo.

Bus Activities

POPULAR SERVICE

Sacramento, Cal., Sept. 26.—Demonstrating the extent to which the motor bus serves California, it is announced that a motor stage leaves the Union Station here on an average of every twelve minutes. Thirteen stage lines operate out of Sacramento, the heart of California, serving the entire state. It is estimated that better than 750,000 passengers will pass through the Union Station this year.

ACCOMMODATING VISITORS

Springfield, Ill., Sept. 26.—For the accommodation of State Fair visitors the Illinois Power Company secured four double-deck buses of the type used on Michigan and 5th Avenues, and three of the kind used regularly in service here. The buses were operated between the downtown hotels and the State Fair Grounds.

FUTURE OF BUSES

Toronto, Sept. 26 (U.T.P.S.).—Coupled with the announcement that since the Toronto transportation motor buses were placed in operation just one week ago a traffic increase of 122 per cent. had been experienced, W. G. Robertson, secretary of the Ontario Motor League, asserts: "I will venture to predict that within a decade there will be more motor buses in Toronto than street cars."

SEEK PERMIT

Columbus, O., Sept. 26.—The White Motor Bus Lines, Inc., of Cincinnati has asked the Ohio Public Utilities Commission for a certificate to operate a belt line in Hamilton County.

WINS TEN-YEAR LEASE

Cohoes, N. Y., Sept. 26.—The Saratoga Springs Common Council has granted a ten-year lease to the Gloversville-Broadalbin-Saratoga Springs Transportation Company to operate a bus line in this city. The company is a subsidiary of the F. J. & G. Railroad Company.

SEEK BUS PRIVILEGE

Columbus, O., Sept. 26.—The Central Ohio Motor Coach Company of Dayton has asked the Public Utilities Commission for a certificate to operate five 22-passenger buses between Dayton and Greenville, a distance of 36 miles. W. O. Small, whose certificate to operate over this line was revoked by the commission, has appealed to the state Supreme Court and been granted a temporary stay of execution.

BUYS NEW HOME

St. Paul, Sept. 26.—Arthur W. Bendick, general manager of the manufacturing division of the St. Paul Ford plant, has purchased a new home at the northwest corner of St. Clair Street and Woodlawn Avenue for \$25,000. The property is about a mile and a quarter from the Ford plant.

Buses Edging Trolleys Out of New Jersey Field

TRENTON, N. J., Sept. 26 (U. T. P. S.).—"The development of the auto bus and increasing use of privately owned automobiles have made it impossible in a number of cases for street railways to operate successfully at any fare the public will pay."

That statement is contained in a report by the New Jersey Board of Public Utility Commissioners just issued for the past year. It points attention to the recognition of the bus by street railways companies as an auxiliary method of transportation. Companies allied with the Public Service Railway corporation, the Trenton and Mercer County Traction Corporation, the Coast Cities Railway Company and the Millville Traction Company are now engaged in the opera-

tion of buses. In the city of Trenton, buses are operated by the traction corporation over streets that had not been touched previously.

Marked advances in the type of buses operated by independents are also noted. New problems for which no precedent existed rendered the state board's task difficult. Chief consideration in applications for new bus lines was given to the question whether additional facilities competed unnecessarily with existing lines.

An inspection of equipment showed that 538 of the 821 buses in actual operation were equipped with emergency doors. Orders were issued to bring the remaining number within that class. However, the board has no jurisdiction over lines which do not in whole or part parallel the line of a street railway. More than 900 additional buses are operated in the state under these conditions.

Three-Deck Truck Latest for Farmers

London, Sept. 26 (U. T. P. S.).—The Financial News states that a new automotive vehicle, and one likely to appeal to farmers, is a three-deck truck with suitable ramps and collapsible sides, capable of carrying a small flock of sheep. This is likely to prove extremely useful to farmers in transporting lambs to market which have hitherto been difficult of access.

HUDSON-ESSEX FORCE DISCUSS SALES METHODS

St. Louis, Mo., Sept. 26.—The Hudson-Essex metropolitan dealers and salesmen and St. Louis territory representatives met recently at the Hudson-Frampton Motor Car Company, to discuss selling methods. R. C. Frampton, president of the company, read a letter from O. H. McCormack, vice-president of the Hudson Motor Car Company of Detroit. H. D. Bullock, a noted sales expert, told of effective ways to sell automobiles, and J. N. Kellerman, sales manager of the Hudson-Frampton Company, talked on the value of properly used sales data.

REPUBLIC MOVES

Detroit, Sept. 26.—David Clamage, general manager of the Republic Truck Sales Company, announces the removal of headquarters from 51 Selden Ave. to 232-234 East Milwaukee, where the company will have approximately three times as much room as at the old address.

Gas Driven Bus Runs on Tracks

Trenton, N. J., Sept. 26 (U. T. P. S.).—A new-type "gas-rail bus" has been produced here with a body built by Fitzgibbon & Crisp of Calhoun Street. It is designed for use by the vice-president of the Western Union Telegraph Company on his country-wide inspection trips to observe wire lines.

The "gas-rail bus" is propelled by power supplied by a gas engine, but will run over railroad tracks because of the design of the wheels. A speed of fifty-five miles an hour can be obtained, with four-speed forward or reverse transmission. A conductor and engineer will be in charge of the car representing the railroad over which it is being operated.

N. Y. FIRM MAY INVADE BOSTON TAXI FIELD

Boston, Sept. 26 (U. T. P. S.).—It is reported here, as a result of the Checker Taxi strike which involves 500 men and has resulted in taking from Boston's streets 400 Checker cabs, that a New York firm is contemplating the formation of a new taxicab company in Boston to operate several hundred cabs de luxe with union drivers.

NEW \$10,000 GARAGE

Lowell, Mass., Sept. 23.—Work will start about October 1 upon construction of a public garage, rear 192 Chestnut St., Lowell, for Thomas E. Parker. It will cost about \$10,000.

GAS-ELECTRIC BUSES POPULAR IN PHILADELPHIA

Philadelphia, Sept. 26.—The fact that the gas-electrically driven motor bus is far more economical, from a standpoint of service, labor saving, and efficiency, to the standard gas-mechanical drive coach, has been demonstrated by the highly satisfactory operation of the more than 200 electrically driven buses of the Philadelphia Rapid Transit Company, according to R. T. Senter, vice-president of the company in charge of engineering.

The P. R. T. not only runs motor buses between the principal urban and suburban sections of Philadelphia, but also operates two out-of-town bus lines—one to Atlantic City and another to New York.

Mr. Senter pointed out that the motor bus is rapidly growing into one of the most popular of public transportation mediums and that the use of buses in both metropolitan cities and smaller towns will steadily increase because they offer the passenger a quick and comfortable method of reaching his destination. Street railway officials must, therefore, consider the motor bus as an important part of their business, Mr. Senter said.

"Our tests convinced us," he declared, "that the gas-electric coach was by far the most suitable for our purpose. The engine accelerates rapidly, smoothly and quietly, being entirely free from the noise, shocks and strains set up in the mechanical drive coach, because of the abrupt changes in speed and torque as gears are shifted—depending largely upon the skill of the driver of the mechanical bus. It was most obvious that the gas-electric coach would provide the public with decidedly superior service for the reasons I have just given."

GETS FRANCHISE FOR BUS LINE IN NORTHERN VA.

Washington, Sept. 26.—The first long distance bus line in the northern section of Virginia will be inaugurated October 15 by Robert L. May, president of the Alexandria, Barcroft & Washington Rapid Transit line.

Charter to operate a line between Washington, Alexandria and Richmond has just been granted Mr. May by the State Corporation Commission, following close on the heels of the granting by the commission of a charter to the Alexandria Suburban Vehicle Company to operate between Alexandria and Washington, in competition with May.

Mr. May has placed an order for fourteen parlor car buses, with a capacity of 30 passengers each, for the Richmond line.

MOTORCYCLES DROP, BUT TRACTORS GAIN IN WASH.

Olympia, Wash., Sept. 26.—The state of Washington now has 1,164 motorcycles having an assessed valuation of \$75,411, compared with 1,242 motorcycles having an assessed value of \$79,652 in 1924, according to figures just compiled by the state tax commission.

Tractors, threshing machines, harvesters, etc., this year have an assessed valuation of \$1,545,628, compared with an assessed valuation of \$1,499,749 in 1924.

OPEN BRANCH STORE

Hot Springs, Ark., Sept. 23.—The J. B. Cook Auto Machine Company of Little Rock and Memphis has opened a local branch, managed by James Hickman, who has been manager of the auto accessory department of the F. C. Stearns Hardware Company here. The branch will feature replacement parts for all cars and furnish machine work on all makes of cars. R. K. Cook is head mechanic. Accessories will be carried in stock.

CANTON DEALERS EXPECT BRISKER TIRE BUSINESS

CANTON, O., Sept. 26.—With stocks of tire retailers lowest in many years at this season of the year, prospects are only fair for fall, a survey of leading tire distributors in the immediate Canton district disclosed.

There has been a tendency all summer on the part of the car owner to hold off buying tires and now with the advent of fall and expected tire price reductions having failed to materialize, dealers expect motorists to soon start buying their tire needs for winter. This is one redeeming feature of the trade at this time.

Summed up approximately 30 per cent of the tires being sold today are balloons, thus leaving 70 per cent high pressure pneumatics. Sizes most in demand are 33x5; 31x5 and 30x4.

Stocks of tires in the larger shops are not normal for this time of the year. So close is Canton to the rubber factories that most of the dealers anticipate their needs a week in advance and go into the factory and cart their stocks to their stores. This situation has prevailed for some months.

There is one encouraging angle of the trade and that is the possibility for fall of the solid tire business. Most all truck owners believing there would be a cut by September 1, rolled along on what tire equipment they had, but it has reached the stage where they must buy and this activity has started at this time. Between now and the arrival of cold weather the solid tire industry is expected to be very brisk.

The unemployed situation is fast being bettered and with this obstacle removed, money is becoming easier and within a short time the retail tire business should show some improvement, dealers here believe.

London Rubber Market Active

London, Sept. 26 (U. T. P. S.).—There has been steady buying of rubber on the London market for the past few days. Manufacturers are paying keen attention to forward delivery prices, but it must be admitted that the outlook is not very promising for users.

There has been steady forward buying by manufacturers to cover probable needs for the next six months at, in most cases, about 64 cents a pound. Consumers do not appear to be likely to obtain any immediate relief.

When Parliament meets again it is expected that the manufacturing interests will again exert pressure to get the Stevenson restriction scheme modified or abolished at the earliest possible date.

TIRE CONFERENCE TO BE HELD IN ATLANTIC CITY

Atlantic City, N. J., Sept. 26 (U. T. P. S.).—The General Tire and Rubber Conference will be held at the Ambassador Hotel here on October 1 and 2. The discussions will center about the shortage of rubber and methods of relieving the situation. Arrangements are being handled by W. J. Cahill of Akron, O. The annual banquet will be held on Thursday, October 1.

HELPS POLICE IN CHASE

Chicago, Sept. 26.—George B. Dryden, president of the Dryden Rubber Company, sportsman and former president of the Chicago Athletic Association, acted as assistant to the police in a chase for a stolen automobile. Mr. Dryden was on his way to his home in Evanston when he was hailed by two policemen who had seen an automobile recently stolen passing. They asked Mr. Dryden to pursue and he accommodated.

Tire "Bursts" No Longer Worry British Motorists

London, Sept. 26 (U. T. P. S.).—A novel scheme of tire insurance has just been put before British motorists. Coupons to the value of sixpence for every pound a tire costs can be purchased, if it is desired to insure the tire.

For instance, a £5 tire will carry a coupon for which the motorist pays 2s. 6d., insuring it for twelve months. On presentation of this coupon to any tire dealer in the event of a burst, his car will be fitted with a new tube and casing free of cost. The motorist only has to fill in a few particulars on his coupon and post it to the insurance company, the latter settling accounts with the dealer who has supplied the tire.

The scheme is only applicable to tires of British manufacture.

Tire Notes

WHEELER IN DENVER

Denver, Col., Sept. 26 (U. T. P. S.).—H. S. Wheeler, who has been associated with the Goodrich Rubber Company for the last thirteen years, has been named manager of the Denver branch of the company. He will succeed R. McNeilly. The Denver territory includes the Rocky Mountain trade region of Colorado, New Mexico, Nebraska, South Dakota and part of Wyoming.

CHANGE POSITIONS

Columbus, O., Sept. 26 (U. T. P. S.).—According to a report received from the local branch of the Hood Rubber Products Company, business is good in all lines. A number of changes have recently been made here among them being the position of branch manager, E. F. Ballentine of Grand Rapids, Mich., has been appointed to succeed G. P. Spencer. W. B. White, formerly credit manager for the local branch of the Miller Rubber Company, has taken a like position with the Hood company.

EXECUTIVES MEET

Chester, W. Va., Sept. 26.—District managers and their assistants from the various sales zones of the Cord Tire Corporation participated in a sales conference held at the factory and executive offices recently. The meetings were held to permit members of the sales organization to become better acquainted with each other and to discuss the factory and sales plans of the company.

INCREASE PRODUCTION

Trenton, N. J., Sept. 26 (U. T. P. S.).—A majority of rubber concerns with factories in this city are now operating on increased schedules, following a summer season that has been somewhat slow. The Combination and the Nurrury Rubber companies are running at capacity with day and night shifts. The Essex, which specializes in footwear accessories, has been running at capacity for some time.

BUS TIRE PRODUCTION INCREASES AT INDIA CO.

Akron, O., Sept. 26.—Bus tire production at the India Tire and Rubber Company is rapidly increasing as the bus business in the West and Southwest becomes better. Recent reports from the officials of the company indicate that the bus tire production has trebled in the last sixty days.

STUDIES DETROIT RULES

Detroit, Sept. 26.—E. B. Lefferts, manager of the public safety department of the Automobile Club of Southern California, is in Detroit to make a study of traffic regulation and control here. He was a guest at a meeting of the traffic committee of the Detroit Automobile Club last week.

U. S. TIRE DOUBLES SPACE IN FARGO, N. D.

Fargo, N. D., Sept. 26 (By U. T. P. S.).—A long term lease has been taken by the United States Tire Company for a new building in Fargo, which will give this company more than double the floor space of its present quarters, C. W. Julian, manager of the Fargo branch, has announced. The office will be moved October 1. The new location will provide 7,000 square feet of floor space as compared with 3,000 feet at the present location. The growing business of the branch necessitated this change, Mr. Julian said.

Dayton Company Planning 25% Production Increase

Dayton, O., Sept. 26.—The Dayton Manufacturing Company is planning for an increase in output and sales of 25 per cent. In 1926, according to J. A. MacMillan, president and general manager of the company. Present production is 2,000 tires and 3,500 tubes daily. Besides tires and tubes the Dayton company produces other rubber articles, the most important being Maximaire, a fan felt used

by a number of automobile manufacturers as original equipment. Net earnings before payment of Federal income taxes for the first six months of 1925 exceeded \$200,000, and the next six months are expected to be even better. MacMillan has been president and general manager of the company since 1916. A. L. Freedlander is vice-president and assistant general manager in charge of production.

Enroll Now! Join the Thousands Of Other Minute Men of the Industry Who Are Starting Each Business Day by Reading the Automotive Daily News

How important is your business to you? If your aim is set for the highest possible business accomplishment, it is essential that you know all about the affairs concerning your industry just as soon as possible—and not from six weeks to two or three months later.

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ACCURATE SURVEYS OF GENERAL INDUSTRIAL AND ECONOMIC CONDITIONS
DAILY MARKET QUOTATIONS ON AUTOMOTIVE MATERIALS AND SUPPLIES
NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS
NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS
TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY
NEW CAR REGISTRATIONS IN EVERY LOCALITY
PARTS, TIRE AND ACCESSORY INFORMATION
MANUFACTURERS' PRODUCTION SCHEDULES
CHASSIS AND BODY DESIGNING
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FACTORY SELLING METHODS
RETAIL SALES HELPS
USED CAR MARKET

ENROLL AT ONCE!

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Especially when you consider that the AUTOMOTIVE DAILY NEWS costs you no more than your daily newspaper—3 months for \$3.00—6 months for \$6.00—1 year for \$12.00. Subscribe now so you'll not miss a single issue. Fill out and mail the coupon.

AUTOMOTIVE DAILY NEWS,

1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

[] 1 year at \$12.00.
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I enclose \$....., or I will send \$..... upon receipt of bill.

Name

Street

City State

Connection with industry

GAS DEALERS' ASS'N GROWING

Membership Drive Reported Successful; Other Auto Club News

Newark, N. J., Sept. 26 (U. T. P. S.).—Applications for membership in the National Gasoline Dealers' Association are being received from all sections of the state, according to reports at the recently opened office, 40 Clinton St. Sectional representatives have been appointed by T. P. McKee, Jr., one of the prime movers behind the association.

The organization is of the trade association type, planned for the benefit of gasoline dealers throughout the East. State Commission of Motor Vehicles William L. Dill has voiced his approval of the idea as favorable to dealers and motorists alike.

Members are supplied with a sign designating membership in the association, are given assistance in planning new service stations, workable bookkeeping and accounting systems, a course in merchandising, tests on gasoline and oil, and advertising assistance.

TO ACCEPT NEW POST

Butler, Pa., Sept. 26.—A. J. Walter, manager of the Butler County Motor Association, will leave for Harrisburg November 1 to become assistant to the secretary of the state association. He will assist in organizing new clubs and will work to secure legislation in the interests of the automotive industry at the next general assembly.

PLAN AUTO SHOW

Jersey City, N. J., Sept. 26.—Plans for the annual auto show of the Hudson County Automotive Trades Association, in January next, are being made. The Fourth Regiment Armory will undoubtedly be the location.

PLAN EXHIBITION

Trenton, N. J., Sept. 26 (U. T. P. S.).—Members of the Trenton Automobile Trade Association met recently at Hillwood Inn to discuss plans for the show in connection with the Trenton Fair. A large display of accessories will be included in addition to the latest models of cars and trucks. The exhibit will again be managed by H. C. Wood, president of the trade association.

SEE SUBSTITUTION CURB

Portland, Ore., Sept. 26 (U. T. P. S.).—A stringent law aimed at lubricating oil substitution will be introduced in the 1926 Oregon Legislature by the Oregon Automotive Trade Association, in co-operation with other automotive groups. Another law will be sponsored for protection of rental batteries through state statute rather than municipal ordinance.

APPOINT ENGINEER

San Francisco, Sept. 26.—C. C. Cottrell, nationally known highway engineer, has been appointed consulting highway engineer for the California State Automobile Association. Cottrell was formerly manager of the association's good roads bureau.

PROTEST SPEED TRAP

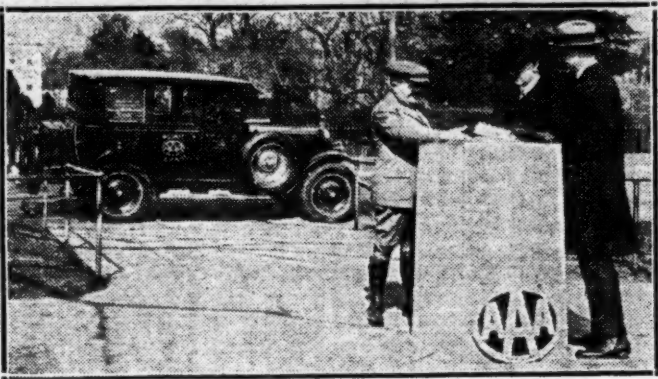
Chicago, Ill., Sept. 26.—Books kept by Ralph Sinzheimer, justice of the peace at New Trier, were ordered brought to the state's attorney's office because of complaints he was fostering a speed trap near Winnetka. Attorney Stuart B. Krohn of the Chicago Motor Club was the complainant.

TAKE BRAKE TEST

Lexington, Ky., Sept. 26.—(U. T. P. S.).—A thousand motorists here are taking advantage of the brake testing campaign being held this week under the auspices of the Lexington Automobile Club and the traffic squad of the Lexington Police Department.

The test is voluntary and no

FIRST 1925 OLDSMOBILE SEDAN released by the factory was used by the A. A. A. as a scout car and by the Motor Wheel Corporation in opening new service stations. The car was driven 38,000 miles in thirty-eight states on the trip. C. G. Gale represented the A. A. A. on the jaunt.



Omaha Railroad Fears Inroads Made by Buses

Mankato, Minn., Sept. 26.—Bus lines impair railroad earnings, which must be safeguarded lest there be no further development or extension of lines, R. L. Kennedy, counsel for the Omaha Railroad, told the Minnesota Railroad and Warehouse Commission this week at its hearing on the petition of the Boulevard Transportation Company to operate its bus lines in Minnesota.

"Bus transportation is a matter of convenience, not necessity," Kennedy said.

Kennedy assured the commission that the Omaha Railroad would not operate bus lines. Testimony, he said, has tended to show that railroad earnings are being reduced through operations of buses, and railroads cannot be expected to make large outlays for supplementary service as a result.

Labor's opposition to bus lines was voiced by G. A. Hawkins, St. Paul railroad conductor, representing the Brotherhood of Railway Trainmen. He told the commission that rail workers feared loss of their means of livelihood because of bus lines. Reduction of number of workers employed through cuts in train schedules and equipment probably would be disastrous to many families, he asserted.

This stand was supplemented by J. M. Learn of St. James, hotel proprietor and president of the St. James Commercial Club. He said

charge is being placed against those whose brakes are defective, according to Police Captain Austin Price.

CHOSEN PRESIDENT

Indianapolis, Ind., Sept. 26.—H. B. Schmidt of Elkhart was chosen president of the Mid-West section of the American Drivervelf Association to succeed Fred R. Chandler of Indianapolis, who died recently. Operators from Indiana, Michigan and Kentucky attended the meeting. W. F. Fielder, manager of the Hertz Drivervelf System of Chicago, was the principal speaker.

ELECTED HONORARY MEMBER

Youngstown, O., Sept. 26.—At the regular monthly meeting of the Youngstown Auto Dealers' Association, M. E. McCaskey, former trustee of the association and one of its organizers, was made an honorary member for life. McCaskey has been active in association work as president of the Tri-State Motor Company.

CITIZENS AID CAMPAIGN

Grand Forks, N. D., Sept. 26.—To enable the Greater North Dakota Association and the North Dakota Automobile Association, combined, to finance the membership campaign which opens October 12, a group of prominent North Dakota citizens signed a \$10,000 guarantee. Each of the signers is liable for \$250.

ORGANIZE SAFETY CLUB

South Bend, Sept. 26 (U. T. P. S.).—South Bend is to have a Safe

half the population of his town were trainmen, dependent upon railroads for a living. Curtailment of railroad activity necessarily would mean reduction of population and decrease in the city's business volume, he contended.

Harry J. Johnson, Kasota mayor, opposed buses for the reason that road building and maintenance, necessary for bus lines, added to the burden of taxation on the people of his municipality.

IOWA DEALERS PREPARE FOR 1925 CONVENTION

Des Moines, Sept. 26 (U. T. P. S.).—The annual convention of the Iowa Automotive Merchants Association will be held November 19-20 at Fort Des Moines Hotel, according to announcement today. The banquet will be held on the evening of November 20. A special meeting of the directors was held September 22, when details of the convention program were arranged.

NEW HAMPSHIRE TO ISSUE NOVEL PLATES

Concord, N. H., Sept. 26 (U. T. P. S.).—New Hampshire will furnish a novelty in license plates in 1926. Each plate, in addition to the license number and the year numeral, there will have a facsimile of the "Old Man of the Mountain"—the famous profile of the White Mountains.

CONTINENTAL EXPANDS

Fort Smith, Ark., Sept. 26.—The Continental Oil Company of Denver plans to establish a distribution office here, according to C. W. Field, general sales manager, who said that distributing offices will also be opened in eleven other states. The following officials of the firm recently were here: E. T. Wilson, president; J. M. Hollister, general manager; G. S. Smith, treasurer; E. S. Kanstedt, vice-president; Joseph G. Sweeney, division manager, Kansas City, and J. S. Curtis, Denver.

Drivers' Club, with each member pledged to obey the rules of safety and courtesy. Two hundred attended the organization meeting held at the Y. M. C. A. building last week. Each member will wear a distinctive emblem on his car, and aid his organization and the community by obeying the rules and regulations which have been adopted.

ACT TO GUARD SIGNS

Cleveland, O., Sept. 26.—Fifty dollars cash reward will be paid by the Cleveland Auto Club for information leading to the arrest and conviction of any person or persons who wilfully destroy or mutilate a danger, direction, school or hospital sign erected in northeastern Ohio by the club.

Bus Company Seeks Charter to Cross Washington

Olympia, Wash., Sept. 26.—Application for a certificate of public convenience and necessity which, if granted, will bridge the last gap in a continuous chain of motor bus service extending from the eastern to the western boundary of the state of Washington, has been filed with the state Department of Public Works by R. R. Nave of Ellensburg. Nave seeks to furnish bus service between Ellensburg and Easton. He proposes to make one round trip daily, carrying passengers and express.

N. A. D. A. Chiefs At Poughkeepsie

Poughkeepsie, Sept. 26.—Members of the Poughkeepsie Automotive Dealers Association were addressed this week by four representatives of the National Automotive Dealers' Association in an open forum on problems of the automobile world. Lynn Shaw, Edward Payton, A. R. Kroh and H. D. Bullock were the speakers.

Mr. Kroh outlined a plan whereby the buying and selling of used automobiles may be carried on at a net profit, at the same time making no excessive allowances for cars. Mr. Payton discussed the listing of prospects for used cars, and Mr. Shaw showed by charts that many dealers have concluded the only way to increase net profit is to cut down loss in the used car department.

GENERAL ELECTRIC UNIT USED FOR CAR SHOW

Erie, Pa., Sept. 26.—Establishing a precedent in the matter of local motor shows, a closed car salon will constitute one of the outstanding features of the 1925 exhibition which is scheduled to be held at the General Electric plant on October 21 to 24, inclusive.

More than 100 closed car models will occupy the space.

The exhibition will serve to throw open to public inspection for the first time the addition which has been in process of erection at the General Electric plant for some time past.

AUTO SHOW TO FEATURE NIAGARA COUNTY FAIR

Lockport, N. Y., Sept. 26.—Arrangements have been completed whereby an automobile show will be held at the Niagara County Fair in this city from Monday until October 3. Harry Shannon of the Shannon Motor Sales Company, Packard dealer has been selected by the Lockport Automobile Dealers' Association to act as chairman of the show committee.

ROAD BUILDING CONTINUES

Albany, Sept. 26 (U. T. P. S.).—According to the report issued by Commissioner A. W. Brandt, there are now 7,542 men employed on state highway jobs at present and 431.58 miles of road pavement have been laid this year.

BAY STATE MAY TAX GASOLINE

Proposal Defeated in Past, but Strong Effort Is Indicated Now

Boston, Mass., Sept. 26.—Massachusetts has no gasoline tax. By a vote of 550,651 in opposition and 277,075 in favor, the voters of the commonwealth at the state election last November defeated the 2-cent gasoline tax measure enacted during the legislature of 1924.

It is believed that another effort will be made this coming winter to bring about additional taxation of all motorists, either in a gasoline tax, revenue from which shall be used solely for road purposes, or by an increase in the registration fee.

For years a strong effort has been made to bring about the enactment of a gasoline tax law, but it was not successful until a year ago. The voters took advantage of the referendum clause and abolished the law almost as it was born.

This does not seem to have been satisfactory to many of the state officials, particularly ex-Gov. Cox and present Gov. Alvan T. Fuller, both of whom were heartily in favor of the tax. In his inaugural address, Gov. Fuller recommended the enactment of a gas measure.

In previous years the proposition was put before the legislature in the guise of a tax for road purposes only. A year ago a new idea was derived, that of creating a two cent gasoline tax, one half of which should go to the state government and the other half to the cities and towns within the commonwealth. This of course appealed strongly to the various town and city officials.

There is every indication now that a fight will be made to increase the registration of motor trucks, creating new specifications according to weight and carrying capacity.

AUTO-MEN MEET TO FIGHT MINN. TAX LAW

Minneapolis, Sept. 26.—Over fifty representatives of gasoline, tire and motor truck manufacturers met with members of the Minnesota Commercial Truck Owners' Association here Wednesday to map out an offensive against the state motor vehicle regulatory law which becomes effective January 1, 1926.

G. A. Will, association counsel, attacked the law as "unfair," declaring that where it provides that farmers be taxed 2.4 per cent. of cost of a vehicle, it enforces a tax of 5 per cent. of the vehicle value on owners hauling their own products, and 10 per cent. for transfer vehicles that are hired out.

Thomas J. Skellet, Minneapolis, president of the association, announced that 1,000 truck owners have joined the state association since the organization in August.

Illinois Auto Tax in Eight Years \$62,000,000

Chicago, Sept. 26.—During the eight years of the administration of Secretary of State L. L. Emerson, a total of nearly \$62,000,000 has been collected in fees by the automobile department. From January, 1917, to August 30, 1925, the exact amount collected was \$61,875,000.

Considerable doubt was expressed when the financing of the first hard road system was being discussed in 1917 as to whether the automobile fees would be sufficient to pay off the \$80,000,000 state bond issue.

Collections in 1917 amounted to only \$1,587,772, while during the

first six months of this year \$12,000,000 was paid for license plates. It is estimated that the tax this year will yield a total of \$13,000,000.

How figures have mounted during the last eight years is shown by the following table:

1917.....	\$1,587,772.60
1918.....	2,762,567.53
1919.....	3,262,176.57
1920.....	5,893,586.02
1921.....	6,776,781.17
1922.....	7,861,211.21
1923.....	9,630,367.77
1924.....	12,584,117.70
1925.....	11,513,957.05

Licenses issued in the state up to the first of September numbered 1,065,000.

Says Car Should Not Be Made an Incidental Feature of Display

N. Y. Branch Man Gives Views

Believes a Dignified Showing of Car Is Most Effective

"OUR concern strives to stress the dignity of its window displays and allows nothing in them which tends to make the car merely an incidental feature of a camp scene, picnic party or beach group," says an official of the New York branch of one of the leading car companies.

He further insists that not only is the car overshadowed in a display of this type, but that frequently artificial snow, tents, autumn leaves and, in at least one case, a stuffed deer actually cover up a large part of the car and hide its lines from passers-by who look in the window.

This he considers a mistake. He believes no display is good which obscures public view of the car. In support of this contention, he cites an example which came under his own observation:

"Not so long ago the New York branch of a factory making a medium-priced car opened a salesroom on Broadway, opposite our own. Under orders of a newly-appointed sales manager from the West, who had been given full authority, an intensive selling campaign was begun.

"The jazz note was the motif and was expressed by plastering the windows with cleverly-worded signs which obscured the view through them. People stopped to read the signs and then passed on. No interest was aroused in the car itself, because that could scarcely be seen.

"In a word, the sales campaign was a failure. Business did not materialize and the sales manager was recalled.

"I do not say that the whole campaign failed because this manager covered up his salesroom windows, but I do say that it was an important contributing cause. He practically closed one source of a large number of sales by shutting off the view of the salesroom display."

In contradistinction to this policy is the one followed by the branch with which the man who relates this incident is connected. The method there is to display a car in a prominent position back of the window, and to have no background other than that provided by the salesroom itself. In the case of a new model, or a change in price, a simply worded sign is used to inform the public. This sign is usually placed near the car, but is not stuck on the window.

Individual models bear a price card about 6 by 8 inches. This idea is contrary to the dictum of some sales managers that a display of price is "bad psychology." However, it has not proved so for this branch, if sales results are any criterion.

OLD AND NEW CARS TOUR CITY STREETS

The Hancock Motor Company, Hupmobile dealer, Waco, Tex., secured a 1909 model Hupmobile, much worn in appearance, but which still chugged steadily along, and sent it out, accompanied by a new Hupp roadster, to make the rounds of the city, showing the change that had taken place in 16 years of development.

The stunt proved an effective piece of advertising for this dealer.

Here's another interesting opinion on the value of window displays to the car dealer. A prominent official of a New York factory branch says that a display in which the car is incidental and in which its lines are obscured is not desirable. Read the article and write us whether you think his views are sound. Address Feature Editor, Automotive Daily News, 25 City Hall Place, New York.

Bargain Sales of Used Cars

The Worcester Dealers' Exchange, Inc., Worcester, Mass., has developed a successful idea in "Specials for Saturday Only" sales, when the concern offers its used cars in two popular groups at \$149 and \$199. Easy terms are allowed under this sales agreement. The \$149 list recently included Chevrolet 1922 sedans, Ford 1920 roadster, Ford 1921 and 1922 coupes.

At \$199 offers included: Buick 1919 five-passenger sedan; Chevrolet, 1921 sedan or 1923 touring; Ford 1921 Tudor sedan, 1923 sedan or 1924 roadster, also Oakland 1922 roadsters.

COUPONS AS CREDIT

During the week from September 21 to September 26, the Holyoke Auto Dealers' Exchange, Holyoke, Mass., had on sale ten certified used cars, from which a discount of \$25 was allowed, providing the purchaser had in his possession a coupon printed as part of an advertisement of the exchange in local daily newspapers. The cars will be offered at the regular sale price, without alterations of any kind to the price tag.

Gets Ready for New Fords

IN the interim between the advance notice of the new Ford models and the receipt of cars by dealers, Kerwin & White, Ford dealers, Brooklyn, are endeavoring to heighten public interest in the cars.

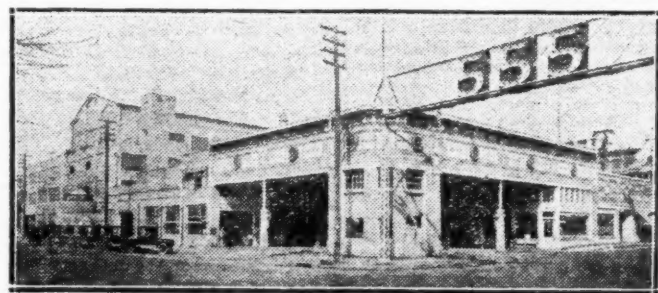
The firm has obtained one of the models for display, and is calling attention to it by striking signs on the salesroom windows. A number of large arrows, painted white and about 48 inches long by 12 inches high, bear in red letters the single word, "LOOK." They point towards the center where is painted a white field with the red inscription, "HERE IT IS." In the showroom, and back of this field, is placed the new car.

Upon receipt of models for delivery, this dealer plans to send out to a selected list of prospects a card notifying them that a complete line of new cars, open and closed models, is on display. The cards have been prepared in advance and one is reproduced here. They are printed to simulate engraving, are four and one-eighth inches high by five and three-eighths inches long and are to be sent to a selected list of prospects in envelopes addressed by hand. It is felt that with the more personal hand writing, recipients are more likely to open the letters and read them.



THIS CARD is being mailed to a large list by Kerwin & White, Brooklyn Ford dealers, in an endeavor to heighten public interest in the new models and bring a large number of people to view them.

Business Romances in Our Industry



VIEW of the 555 Tire and Service Company from the dining station end. In the background is the four-story storage building. Some of the electric signs may be seen. Another, 40 feet high, is being built on the roof.

STARTED only a few years ago by Roy E. Steuber, the 555 Tire and Service Company, Little Rock, Ark., today claims to be one of the largest service stations in the world. Its headquarters consist of a four-story concrete and steel building, completed last year at a cost of \$200,000, and branches are operated in Stuttgart, Ark., and Jackson, Miss.

The concern does a complete automotive business and is called the motorists' department store. It handles gasoline, oil, tires and tubes, accessories, batteries, parts, does repairing and vulcanizing, has a special washing process, operates a high-pressure lubricating system, has two fireproof storage floors, conducts speedometer and electrical service stations and gives road service day and night.

In addition, 24 light service

trucks are operated and a good-sized fleet of salesmen's cars.

Effective publicity schemes and energetic merchandising methods have played a large part in the rise of this concern to business success. The very name is a good example. The telephone number, 555, was taken over as a label for the firm, and it has stuck in the public consciousness. It is short, unusual and easy to remember.

Other examples of the company's constant endeavor to keep its name in people's minds are the huge electric signs it has erected on the roof of the main building; a large yellow balloon which is flown daily over the establishment, bearing the 555 title on each side; striking window displays featuring the products it sells; and periodic merchandising contests, such as a recent one in which a Ford car was given away.

Not in the Window—in the Salesroom



SALESROOM of the Cline Sales and Service Company, Dodge Brothers distributor, Alliance, O., was transformed into a bit of autumn woodland by a special display built in it. It will be noticed that this display was not put in the window, but was placed inside, where it would set the models off and tend to attract people into the showroom. As an appropriate touch, an open car is shown with a winter inclosure.

Sees Good Workmanship As the Basis of Service

"TO my mind, the basic essential of service is good workmanship," says R. Milani of the Wills-St. Claire service station, Detroit. Mr. Milani's views, representing the mechanic's viewpoint, present an interesting side-light on service problems. He goes on:

"In order to get good workmanship, we must have good mechanics. Real good ones are scarce. The average good-sized shop will have three or four first-class men and the remainder will be mediocre. When business is rushing, the three or four cannot do it all, consequently mistakes are likely to be made which car owners do not readily forget. I believe that a good part of the public distrust of repairing in garages and service stations comes from this factor.

"The question might be asked, 'What is the foreman supposed to be doing?' He cannot watch every man every minute. A little thing may be hooked up the wrong way in less time than it takes to tell, and the damage is not made manifest until the car is ready to leave the shop, or worse, until the job is out on the road.

"To insure an adequate supply of good mechanics, some well organized plan of apprenticeship is needed, it seems to me. A good example of such a system is the one used by Reo in Lansing, Mich. Boys and young men are taken and put in every depart-

ment until they are proficient in all branches of the repair business. Pay is made sufficient for their needs and later on they have a chance to make more. "Men must get experience and some one has to pay for it. Very often, under present conditions, it's the customer who has to pay. "As things are, every new man who starts is bound to waste a certain amount of time 'getting into the shop,' so to speak. If the service manager takes on a man who though not fully skilled yet has the makings of becoming so, it is wise to keep him. He may be a good man tomorrow.

"When such a man achieves skill, however, the fact should be recognized by paying him appropriate wages. Otherwise some one else will reap the benefit of the time and expense gone to in training him."

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"When such a man achieves skill, however, the fact should be recognized by paying him appropriate wages. Otherwise some one else will reap the benefit of the time and expense gone to in training him."

My Opinion Is

From time to time we will present here expressions of opinion on questions of current interest. Representatives of the Automotive Daily News will interview a number of automotive men in one locality and quote their remarks.

The Question: What factor has helped your sales the most this year?

The Place: Cedar Rapids, Ia.

E. L. Hibben, Dodge: "Good will; that disposition of the buyer to recommend a satisfactory product to his friends."

H. G. Bloom, Buick: "Price reduction, in conjunction with the factory's national advertising campaign and the quality of the product itself have made sales increase."

Q. Smith, Ford: "Good hard work on the part of the sales force, coupled with a better business condition throughout this territory. I sold more cars this year, without considering the future orders on new models, than I have sold in any year that I have been in business, but I had to sell people on the value of the car after I had made cer-

tain they could afford to buy one."

G. L. Krabbenhoft, Star: "Better times. After three bad years in which there was very little buying, the farmer money is coming into the automobile field. I look for a bigger year than I, had even anticipated."

W. R. Tracy, Oakland: "A quality car at a popular price has aided our sales force in putting over new records. But it was contingent upon the money being on hand, and the Middle West crop condition has been the greatest factor in increased sales."

BROWN DERBY FOR NON-PRODUCERS

"The Man in the Brown Derby," an idea based on the well-known newspaper comic strip, will be put on by the sales staff of the Eckler Motor Company, Ford dealers, Evansville, Ind. The salesman who fails to make a sale on any particular day must on the morrow don the brown derby and wear it until he has made a sale.

It is one of the several novel ideas this enterprising staff has featured to boost sales in its territory.

Personal Paragraphs

Los Angeles, Sept. 26.—A. C. Robbins of the Greer-Robbins Company, Chrysler and Hupmobile distributors, has been made a member of the board of the Los Angeles Chamber of Commerce, to represent the automotive business in this city. He succeeds Paul G. Hoffman, former president of Paul G. Hoffman Company, Studebaker distributors, who left this city to accept the vice-presidency in charge of sales of the Studebaker Corporation of America.

Charleston, S. C., Sept. 26.—John B. Pettit, proprietor of the Pettit Motor Company, has just returned from a trip to Charlotte, N. C., where he inspected the Ford assembly plant. He was accompanied by his salesmen, Messrs. Hard, Brock and Kelly.

Los Angeles, Sept. 26.—Floyd L. Buxton, son of Lynn C. Buxton, southern California Stearns-Knight distributor, has just been appointed manager of the Hollywood branch of the Stearns-Knight. Young Buxton started in the repair shop of his father's company and learned the business from the shop to the office.

Milwaukee, Wis., Sept. 26.—T. E. Ward, for the past 20 years with the Stowell Company, South Milwaukee, and now its secretary, has tendered his resignation to become effective October 1, when he will become sales manager of the Badger Malleable and Manufacturing Company, also of South Milwaukee.

Waco, Tex., Sept. 26.—G. R. Lay, formerly a partner in the McCauley-Ward Motor Supply Company of this city, has resigned the former position to accept the Ford franchise at Walnut Springs, near here.

Evansville, Ind., Sept. 26.—Willis M. Copeland, manager of the Evansville Flint Company, Flint car dealer, and Mrs. Copeland are spending a two weeks' vacation in Panama City, Fla.

Los Angeles, Sept. 26.—J. M. Sterling, manager of the Paige Company of southern California, is visiting the factory at Detroit. He expects to return here in time for the opening of the Closed Car Salon at the Biltmore in October.

Chicago, Sept. 26.—L. Conne of

Fire Losses

Kansas City, Sept. 26.—Fire destroyed the plant of the Nu-Gloss Auto Painting System, 33d and Main Streets. The loss, including nine motor cars, was \$30,000. The garage of the ABC Storage Company also was destroyed by fire.

Cedar Springs, Mich., Sept. 26.—Fire in the Overland Sales and Service Garage caused damage estimated at \$8,000.

Hartford, Wash., Sept. 26.—The garage of George Ferris and George Dickinson has been damaged by fire, with a loss of \$6,000, partially covered by insurance.

Bankruptcies

Syracuse, N. Y., Sept. 26 (U. T. P. S.).—Edward I. Chapin, former proprietor of the Westcott Garage here, has filed a petition in bankruptcy in Federal Court, listing liabilities of \$21,871 and assets of \$4,219.

Richmond, Va., Sept. 25 (U. T. P. S.).—H. P. Eary, individually, and trading as H. P. Eary & Co., dealer in automobile accessories here, has filed a petition in voluntary bankruptcy in the United States District Court here, listing liabilities of \$2,368.45 and assets of \$703.45.

Beckley Ralston Company has returned from a vacation spent at Camp McKinley, Boulder Junction, Wis., where his fishing record was three "muskie" weighing ten, twelve and thirteen pounds respectively.

McKeesport, Pa., Sept. 26.—R. Hirschberg, manager of the local Chevrolet dealer firm, recently made a trip to the Chevrolet factory in Buffalo, N. Y.

Garland, Tex., Sept. 26.—W. A. Mayhall, formerly of the Mayhall-Taylor Ford business at San Marcos, has bought an interest in the Ford dealership at Garland and will make this his home.

Columbus, O., Sept. 26 (U. T. P. S.).—O. C. Belt, head of the Belt-Franklin Company of Columbus, central Ohio distributor for the Franklin, has returned from a two weeks' trip in England and on the continent. He found many different methods used in selling automobiles in the various countries he visited as compared with those in vogue in the United States.

Improvements

Indianapolis, Sept. 26.—Ray Norton, associate dealer of the Conduitt Auto Company, handling Chrysler cars, has moved into new quarters at 419 North Capitol Ave., the original downtown Motor Row. He started his Chrysler activities in the outlying district.

Chicago, Sept. 26.—The Timing Gears Corporation has bought a new one-story factory building at California Avenue and Fulton Street.

Philadelphia, Sept. 26.—The Packard Motor Company, in the automobile business at 319 North 19th St., will erect a three to four story sales and service building on Broad Street, near Alleghany Avenue.

Bridgeport, Conn., Sept. 26.—The general contract for the building to be erected at the corner of State and Courtland Streets for Dr. Brian B. Sheedy of New York has been awarded. It will be 60 by 225 feet, of brick construction, and is to be used as an automobile showroom.

Kenosha, Wis., Sept. 26.—Dewey Lowry, president of the Lowry Motor Sales Company, Hudson-Essex dealer here, has announced plans for construction of a \$5,000 addition to his salesrooms for use as a complete service department. Alterations are being made in the company's building for storage space.

Incorporations

Hartford, Sept. 26.—Incorporations in Connecticut include White & Amuck, Inc., Stamford, dealers in motor vehicles and motors; Charles W. Cramer, 36 Pearl St., Hartford, head of concern.

Columbus, Sept. 24.—A new Ohio incorporation is that of the General Tire and Rubber Company, Akron; \$10,000; general agency and commission business in automobile tires, tubes and other rubber goods; described as subsidiary sales company held by parent company; W. E. Fouse, W. E. Young, Regina Brennan, W. E. Slabough and Eileen Adams.

Raleigh, Sept. 26.—New incorporations in North Carolina include that of the Williford Motor Company, Apex; \$25,000; Robert L. Williford and others.

Austin, Sept. 26.—A new incorporation in Texas is that of the Humble Motor Company, Humble; \$10,000; J. H. Glass, J. T. Glass and W. M. Mitchell.

The Motor Budget

By GEORGE W. SUTTON, JR.

It is not fair that people of other countries should enjoy roads and streets less congested than ours, so the American car makers are now paying tremendous attention to the export business. They've got to step on the gas before Monsieur Citroen and Mr. Morris get too big a jump on them in the medium price field. Citroen is the French Ford, while Morris embodies that designation in England, the latter having turned out 50,000 cars during the past twelve months.

If this bard had acted on his own tips, passed out through the budget, on Nash, General Motors and Chrysler stocks, he would now be looking about for a bottle of champagne with which to christen his new Florida-going yacht. However, he doesn't believe in stock gambling or tips. Watch Hudson and Rickenbacker.

Big price reductions on Cleveland cars this week and the announcement of a new four-door special six sedan at \$200 less than the one it supersedes, and three other new models.

Three loud cheers for Marmon. It has just announced some radical improvements in its chassis, including an automatic oil cleaner and a so-called self-lubricator by means of which all the wearing surfaces or bearings on the chassis which require frequent attention are now oiled simply by pushing a conveniently located pedal.

Every week we get a list of new dealers in Star and Durant cars, so we wrote to George Frank Lord, assistant to the vice-president, to find out how many new dealers had taken on these lines since the first of the year. He tells us that up to last week the number has been 1,805, which shows that affairs in the Durant camp are getting on in splendid shape. Every month since May has seen Durant production records exceed those of the same month last year by over 145 per cent., and August's increase was 161 per cent.

Vellie has added a 3-passenger coupe in two-tone blue Duco, with 113-inch wheelbase, Lockheed hydraulic 4-wheel brakes and balloon tires, at \$1,425 f. o. b.

Mexico is on the point of becoming thoroughly civilized. Ford is about to open a factory there.

When an automobile salesman tries to convince me, against my own judgment, that the car he is selling is entirely without fault, I am always saved by remembering what that dusky Magdalen said to her doubting sweetie, "Honey, does yo' believe yo' eyes, or does yo' believe yo' honey?"

It is a pleasure to see an automobile company bring out a new model and give it a correct name. Let us, therefore, pin a rosebud on Willis-St. Claire for its new cabriolet roadster, which could also be called a coupelet, because it is a coupe with a top which collapses completely, so that for fair weather driving it becomes an open roadster. It is on a six-cylinder chassis and is a very smart looking car.

America's cheapest eight-in-line car is out, the new Jordan Line Eight, at \$1,695 for the roadster and \$1,845 for the sedan. At present these are the only models of this new series on which the Jordan company will concentrate, without, however, in any way abandoning its famous Great Line Eight models. The new cars are almost exact replicas in appearance of the larger Jordans. The wheelbase is 116 inches, with balloon tires, a Continental engine which develops 64 horsepower at 3,000 revolutions, four-wheel hydraulic brakes, and a hundred other features worth talking about. The sedan is especially notable because the blind spots in the driving compartment, have been reduced to a minimum by slender corner posts, allowing the use of exceptionally wide windows. The new Jordan, in other words, is well worth looking over.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want, at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.
6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

SITUATION WANTED—MALE

PARTS AND ACCESSORY MANUFACTURERS' EXECUTIVE: educated, personable; seven years' automotive accounting, credits, sales; four years trade association; available soon. Box No. 42, Automotive Daily News.

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

DEALER DOINGS

Cheyenne, Wyo., Sept. 26.—I. E. Gilbert, proprietor of the Central Garage at Buffalo, Wyo., has obtained the Chevrolet dealership for that place, and will also open a garage at Sheridan. He has also established a branch at Arvada. At Buffalo he has provided additional floor space for storage and is making plans for a big storage season.

New Orleans, Sept. 26.—F. H. Ahrens, Inc., representative for the Cleveland and associate Chandler dealer, has been taken over by the Adams Motor Car Company, a new organization. Philip L. Adams, formerly a salesman for the Gulf Oldsmobile Company and later with the Nash Mississippi Valley Company, is president; Charles H. Adams of the Richard Meyer Steamship Company, vice-president and treasurer, and Robert H. McCoy, formerly with Quality Motors, Inc., Lincoln distributors, is secretary. Mr. Ahrens remains with the company as district representative.

Litchville, N. D., Sept. 26 (U. T. P. S.).—The Litchville Motor Sales, of which Sam Sarsten is proprietor, will handle Hudson and Essex automobiles, in addition to Chrysler, Dodge, Overland and Willys-Knight cars.

Memphis, Tenn., Sept. 26.—The Hicks-Star Motor Company, formed last April to handle the Star and Durant lines in Memphis and vicinity, has discontinued operations. Thad P. Hicks is at present devoting his time to cotton acreage which he owns, but expects to return to the automobile industry within a few months.

Pekin, Ill., Sept. 26.—Louis Hoff has been appointed Oakland representative in the Pekin territory. He will open a sales room and service plant, with full display of Oakland models.

San Antonio, Sept. 26.—The Studebaker dealership in Laredo, Tex., formerly under the management of C. S. McKinney, has been sold to a new firm known as the "66" Supply Station. This station was formerly the "66 Garage." R. E. Essing and Frank Groesbeck remain as sales manager and business manager, respectively.

New Haven, Conn., Sept. 26.—The Superior Chevrolet Company, local representatives of the Chevrolet car, staged a parade through the central streets of this city recently in celebration of the largest season's business in its history. Following the parade, Jack Cooley, owner, tendered a dinner to the company employees.

Fort Smith, Ark., Sept. 26 (U. T. P. S.).—Amos Craig has become service manager of the Loden Motor Company, Chrysler dealers. He has been in business here for the last 25 years. J. G. Measam, Chrysler service representative from the Detroit factory, spent a week here to confer with Craig in regard to his work.

Los Angeles, Sept. 26.—W. D. Dunham, for 17 years connected with the Ford local industries, has purchased the business of J. E. Coberly Company, Ford dealers at Washington and Los Angeles Streets, and, following extensive alterations and repairs, is now holding open house to a host of friends and old customers at the new location. Mr. Coberly, although retiring from business, still retains an interest in the concern. Dunham's first Ford agency was started in Los Angeles in 1916, on 7th Street, in a 50-foot garage.

Los Angeles, Sept. 26.—The Lukavsky Motor Company, Los Feliz Boulevard, has been appointed a dealer for Gardner automobiles.